

JULY, 1957

sbs

SOUTHERN BUILDING SUPPLIES

University Microfilms
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*Serving dealers
and wholesalers*



in the South-Southwest

12,500 Copies This Issue

OUR BILL OF GOODS

*Accenting Repair Jobs
To Make Profits Grow*

*How Builders' Clinics
Get Contractors' Okay*

Mechanize to Economize

*Using Self-Service
To Keep Customers*

Selling More Plywood

Contents on page 3



CUSTOMER CONVENIENCES BOOST DEALER SALES — page 38

LIGHTNING STRIKES OUT LUMBER PROFITS — page 42





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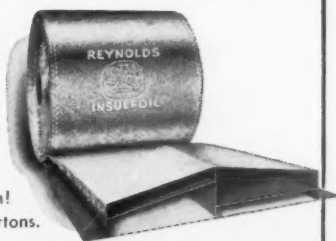
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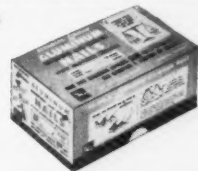


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Editor and Manager
DONALD L. MOORE**Assistant Editor**
MRS. ANN K. REES**Southwestern Editor**
BARON CREAGER
(7713 Inwood Road,
Dallas 9, Texas)**Editorial Director**
T. W. McALLISTER**Associate Editor**
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J. J. FELTON JR.**Production Manager**
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Volume 12**No. 7**

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There is a jobber nearby who will quickly fill your orders for standard or special size TENSION-tite screens.



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FROM
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TO
INSTALL**

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of nearest
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WHAT'S NEW in Building Trends



Actress's Home Features Omnibus Wall

A VERSATILE BUILT-IN does triple duty as a bar, home theater, and storage closet in the home of Ilona Massey. The actress, in private life the wife of Washington attorney Donald Dawson, calls the assembly her "omnibus wall," and rates it the most practical idea in her Bethesda, Md., home.

Next to versatility, simplicity is its most outstanding feature. Running almost floor-to-ceiling between the Dawson's living room and study, the assembly is divided into three compartments. Each is about four feet wide and faced with two louvered doors that open into the study area.

Built into the middle of the unit is a large-screen television set, mounted about shoulder high. Directly below is a radio-phonograph console finished in hardwood veneers.

To one side is a bar, complete with sink, a cabinet, and shelves for beverages.

Another section is what Miss Massey calls a "Dagwood closet," with over-size shelves for odds and ends.

The Dawsons contracted for a carpenter to build the entire assembly, and stuck to lumber of standard grades and sizes in order to hold down costs.

Additional savings resulted from the use of economy-grade boards where appearance was not a factor.

School Built Without Wood or Masonry

A RECENTLY-COMPLETED 112,950 sq. ft. Florida high school contains no wood at all, and uses masonry only for the boiler flue. Cost per sq. ft. was \$8.24.

It's the Lincoln High School in Gainesville, Fla., designed by Myrl Hanes Associates.

All interior and exterior walls are non load-bearing and consist of steel studs, lath, and plaster or stucco. Vermiculite plaster base coat was applied by machine to the interior walls, ceilings, and plaster partitions. Dorming Plastering Co. of Tifton, Ga., also used modern plaster machine methods for applying vermiculite acoustical plaster on all the main ceilings.

Because of the unusual precautions necessary to avoid masonry cracking in this region of Florida, the architects decided on the steel-stud, lath-plaster sys-



tem with proper expansion joints. The sq. ft. cost of \$8.24, exclusive of land and furnishings, is said to be considerably lower than most unit costs on complete schools in the area.

Vermiculite, an important element in the building's construction, is a lightweight mineral used in place of sand to save weight in plaster. Its lightness permits its use in plaster machines, which are incapable of satisfactorily pumping sand-plaster.

Functional Backyard Fence

A CONTRIBUTION to the living-out-at-home movement is the backyard fence. It has had much to do with a family's sense of privacy. Of late, fences do more than just divide one yard from another; they have become convenient places for hanging often-used garden equipment, such as a garden hose, sprinkler, and small tools.

A fence with a dual function can be made by using perforated panels and linear-textured hardboard panels, spaced on both sides of horizontal wood stringers for good design and adequate ventilation. The panels are spaced 4" apart on both sides of the fence on a ratio of two solid panels to every perforated strip. The criss-cross pattern affords both privacy and a free movement of breezes.

Metal fixtures provide a place for garden tools. And it's easy to convert the fence to a prop for outdoor relaxation. Shelves may be hung from brackets for magazines or cooling drinks.



SOUTHERN'S DROP-IN SASH UNIT

... Saves
YOU one-half
on labor cost—

just use the complete
one-piece balance with
Built-In Weatherstrip

One-piece
Construction

Jamb Balance No. 600
Completely Factory
Assembled

- Ease of Installation
- Floating Sash Hanger Eliminates Nailing
- Silent Operation—Springs are Flocked to Sound Proof
- Comes to you balanced No additional adjustment required in normal installation
- No service or attention needed
- Corrosion resistant aluminum
- Always silent, easy to operate

Important

Flange
Features

Full Weather Protection
Sash never binds or sticks
Self-adjusting
Easy to lock
Fits all standard sash
Looks new, looks neat

Full Jamb Coverage

JAMB BALANCE NO. 600 gives full jamb coverage and is mitered on 14 degree sill pitch. The flexible base provides a continuous air seal that adjusts automatically to conform with sash contraction or expansion. Cushion flanges provide tension adjustment.

Floating
Sash
Hanger

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Get Ready for Blue Chip Profits!

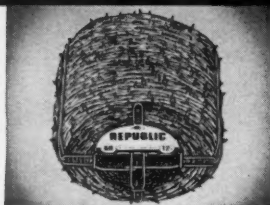
REPUBLIC BLUE



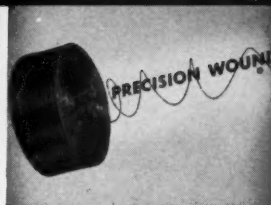
Stock up on other Republic products in heavy demand



All types and sizes of high-quality nuts and bolts.



Galvanized barbed wire in five popular styles.



Precision-wound automatic baler wire to fit all popular balers.



Flexible plastic pipe for wells, watering troughs, and irrigation.

REPUBLIC

Manufactured in the South for
SOUTHERN STEEL PLANT—GADSDEN, ALABAMA



Stock up Now on NEW...

RIDGE STEEL ROOFING

BLUE RIDGE channel-steel roofing is a brand new Republic product made in the South that will sweep the South. It has all the features of other metal roofing and siding sheets with plus advantages that will soon make it the number-one choice of Southern farmers, for low-cost steel roofing...

BLUE RIDGE is a channel-type roofing sheet that can be applied with other standard V-crimp or channel-type roofing.

Because of its design, it can be nailed in all five V's without damage to the channel-type drain, thus giving extra holding-power for severe winds.

It's heavy gage steel, galvanized for long-time rust-proof protection.

Because of the strength and rigidity of steel, BLUE RIDGE can be nailed tight to wide-spaced purlins with no extra expense of solid decking.

It's leak-proof at both sides and end laps because of perfected design features.

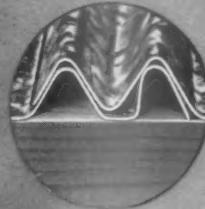
It's fire-proof, vermin-proof and rot-proof.

CONTACT YOUR LOCAL DISTRIBUTOR

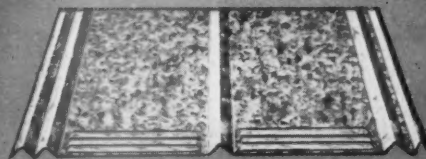
Check these features that will make BLUE RIDGE your best seller



Five nails for extra holding-power in heavy winds.



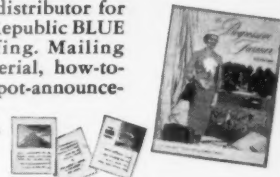
Channel-type drain that matches any standard V-crimp or channel-type roofing.



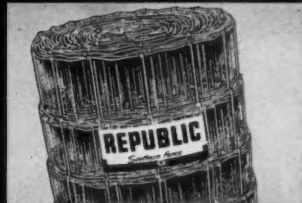
Three non-siphoning rib stiffeners.

Write for free advertising and merchandising kit that will help you sell.

Then contact your distributor for prompt delivery of Republic BLUE RIDGE Steel Roofing. Mailing pieces, display material, how-to-apply folder, radio spot-announcements, are all available to you at no cost.



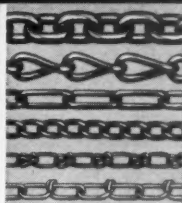
for Southern farms and homes



Woven wire fence in all widely used styles and sizes.



A complete range of wire nails.



Full line of welded or weldless chain.

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Please send me Dealer Promotion Kit, including information on other Republic farm products.

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Address _____

City _____ Zone _____ State _____

Now! Johns-Manville brings you

3 exciting new

in the industry's most complete line of

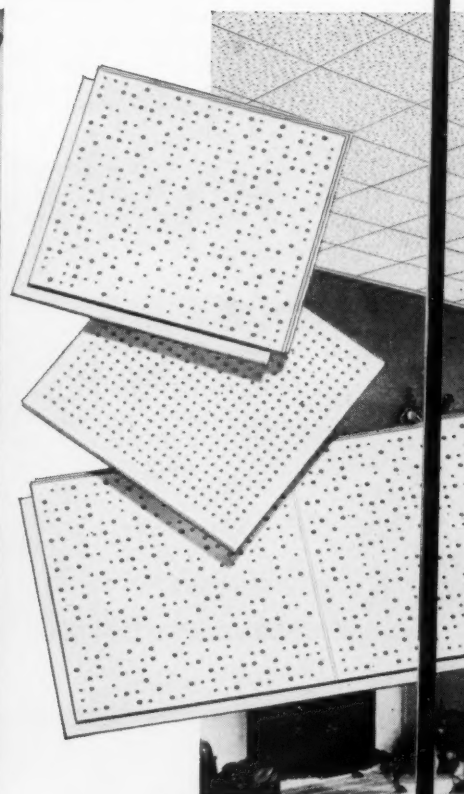


1 World's Strongest Insulating Board

Strongbord is the strongest $\frac{1}{2}$ " Insulating Board Sheathing on the market! So strong it can be used without corner bracing. Designed to meet FHA requirements. Both asbestos and wood sidewall shingles can be applied directly to Strongbord, using special ring barbed nails following J-M specifications.

NOW! 4 Insulating Board Plants located to give you finest service!

Johns-Manville is completing a new plant at Klamath Falls, Ore. and recently has constructed a new plant at North Bay, Ont. which is now in operation. These factories, in addition to others already in operation at Natchez, Miss. and Jarrett, Va., assure prompt, reliable service for all your Insulating Board requirements.

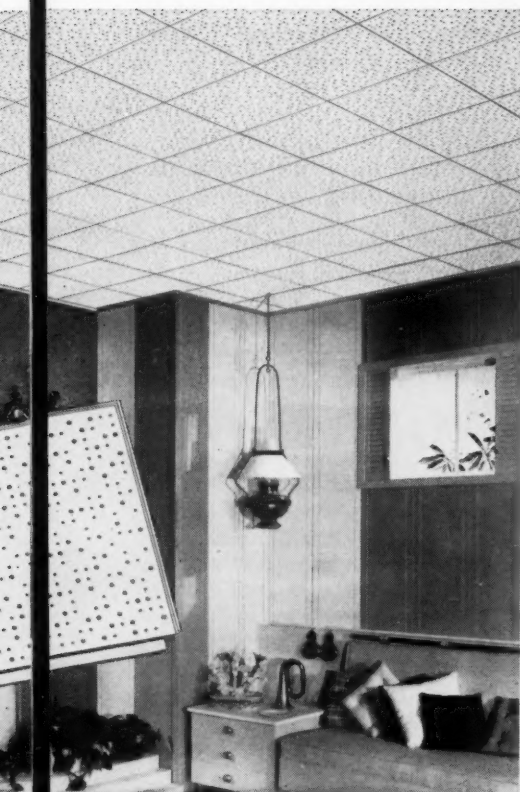


2 New Fibretex Acoustical Panels



products

Insulating Boards



Each Fibretex Panel contains hundreds of small noise traps which absorb up to 75% of the room noise that strikes them. Panels are prefinished in white. Furnished with Lightening Joint or with square edge. Panels are 12" x 12", and 12" x 24", 1/2" and 3/4" thick. All panels come in uniform and random drilled pattern.



3 New 3 in 1 Insulating Roof- deck

Provides in one unit and operation: (1) a beautiful finished ceiling; (2) insulation; (3) a structural roof deck for patented Seal-O-Matic® Asphalt Shingles or built-up roofing. Comes with or without vapor barrier and in thicknesses of 1 1/2", 2" and 3" to meet climatic conditions. Designed to meet FHA requirements.

FREE! more information on the industry's most complete line of Insulating Board products

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| <input type="checkbox"/> Strongbord | <input type="checkbox"/> Decorative Ceiling Panel |
| <input type="checkbox"/> Fibretex Acoustical Panels | <input type="checkbox"/> Building Board (large size sheets that build, insulate, decorate) |
| <input type="checkbox"/> Insulating Roofdeck | <input type="checkbox"/> Shingle Backer (for use with Colorbestos® sidewalls) |
| <input type="checkbox"/> Decorative Wall Plank | |

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Address _____
City _____
County _____ State _____



Johns-Manville

Check products of interest, address Johns-Manville, Box 111, New York 16; in Canada, Port Credit, Ontario.

RANDOM LENGTHS

Comment on Industry News and Trends

DIXIE DEALERS — as well as suppliers — of building materials will welcome the late news that the dates of February 3, 4, and 5 have been definitely established by the co-sponsoring associations for the fifth annual Southeastern Dealer Convention and Building Material Show.

All product exhibits will be confined to the exhibition hall of the Biltmore Hotel in Atlanta, site of all previous S. E. shows. R. O. Brownlee, secretary-manager of the Tennessee association, will direct the exhibition arrangements.

A timely program of panel discussions, speeches, and demonstrations will be directed by Mrs. Marie Bennett, executive secretary of the Florida association. Officials of the Building Material Merchants of Georgia will plan and handle the convention publicity and promotion. Alabama Building Material Exchange leaders will manage reservations. Coming ahead of the spring building and buying season, the 1958 Southeastern convention-show should draw full interest and attendance from Dixie dealers and suppliers alike.

▼ ▼ ▼

THE VALUE OF the Operation Home Improvement promotion program, according to a recent spot survey by the National Retail Lumber Dealers Association, is not to be sneezed at.

NRLDA reports that early returns from the survey of business conditions around the country seem to indicate that, with new house construction volume off, dealers have concentrated more on maintenance, repair, and modernization.

The survey, furthermore, showed that dealers — independently in some cases and jointly in others — have made definite attempts to derive some benefit from the OHI program, or have made some extra effort recently to obtain more of the maintenance, repair, or modernization business. A majority reported that more of this business is coming its way than was the case a year ago.

While 38% of the dealers said funds for all types of construction are still scarce, 37% maintained that financing is either adequate or available at a discount. Twenty-five per cent reported the situation as somewhat improving.

▼ ▼ ▼

WHAT CAN BE DONE to correct the fantastic and often dangerous misconceptions about the American economic system that exist around the world? This was a question that Yale University and the Advertising Council jointly attempted to answer recently. By means of the thoroughly-American round table discussion method, top business and labor leaders, a magazine editor, and seven distinguished Yale professors met together for two days and discussed the country's economic

accomplishments, shortcomings, and their significance.

Until recently, the group's findings were a carefully guarded secret. They have now been set forth succinctly in a 64-page report issued by the Advertising Council.

The consensus of the panel is forthright. The American economy, the distinguished gentlemen agree, can aptly be termed a "People's Capitalism." During that two-day meeting, they came up with these reasons for this observation: (1) Existence of an "economic ballot box" through the free choice of goods; (2) the widespread supplying of capital through savings, insurance, stocks, etc.; (3) a recognition that economic enterprise must be conducted with regard for the public good; (4) a demand for a rising, dynamic way of life; and (5) the broad distribution of the benefits of the economy among the people through a high standard of living.

▼ ▼ ▼

A WELL-INFORMED Washington economist has recently predicted that by 1960 there will be an overwhelming demand for the nation's retail lumber dealers to furnish, in addition to lumber, fabricated structural elements for the builders and consuming public.

NRLDA now reports that the Lumber Dealers Research Council has been anticipating this trend for the past three years, and with its Lu-Re-Co program has 1,200 dealers located in all 48 states and Canada who are building and merchandising homes under this system.

Current council plans call for further research and development in the light construction phase of the home building industry for the benefit of the retail dealer.

▼ ▼ ▼

REVIEW COPIES of Chapters I through VIII of the new *FHA Minimum Property Standards* have gone to all FHA field offices for review and comment, and have also been forwarded to leaders in the construction and home building industry. When completed, this document will replace the former *FHA Minimum Property Requirements*. As such, it will represent a constructive step in the right direction. The FHA, assisted by the Architectural Standards Committee, has made a major effort to eliminate variation in its technical sections, and to condense everything into the one volume.

One seeming advantage is the removal from the jurisdiction of the local underwriter of decisions of a technical nature. He will make decisions as to marketability, but the document provides a clear path for disputes of a technical nature to be reviewed by the FHA Washington headquarters.

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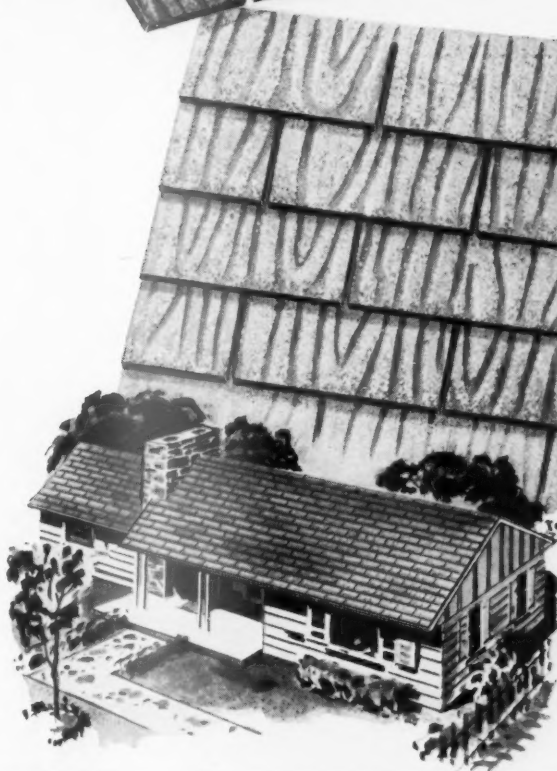
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SUPPLY and DEMAND

Dodge Official Sees Housing Shortage

Continued underbuilding of housing while basic demand remains strong presents the nation with the immediate prospect of a housing shortage, according to George Cline Smith, vice-president and economist of F. W. Dodge Corporation.

Addressing the Southeastern Mortgage Clinic of the Mortgage Bankers Association in Miami Beach recently, the Dodge official said that "the proof of this particular pudding is in the vacancy rate, which has dropped by 18 per cent, or roughly 250,000 units, in the past six months."

"During this period," Dr. Smith said, "new non-farm housing starts have been at the annual rate of about one million. The decline in total vacancies, mostly non-farm, has been at a rate of about half a million a year. This would seem to be clear evidence of what we have suspected for some time — namely, that homebuilding has not been keeping up with the need. The result is that sharp inroads have been made on the stock of vacant housing, even though vacancies are already far below what most experts consider 'normal' levels."

"Obviously, there has been considerable slippage between basic demand and effective demand for housing. The factors that make for basic demand — population growth and movement, upgrading of incomes, and removal of existing housing units from the market — have never been stronger than they are right now. But record numbers of houses are not being built and sold."

"The two main reasons for this slippage are high price tags on houses, and tight money. Price tags are high because of rising costs of land, labor, materials, and facilities, and because we are building larger and more completely mechanized houses. Money is tight partly because of competition for investment funds by business and by all levels of government, and partly because of deliberate government policy."

"Over a period of many years, we have admittedly opened the market for new housing through FHA and VA insurance programs to millions of families who ordinarily couldn't dream of building a house. Having added these millions of families to the potential, we now see them subtracted because of a shortage of funds available at the non-competitive rates fixed for the insured loans. You can't do this sort of thing and make it stick. It would be somewhat like giving women the vote, as we

did in 1920, and then taking it away from them."

"With respect to the immediate outlook for housing, there isn't too much encouragement available. Our Dodge construction contract figures haven't indicated that any great upturn in starts is in sight for the next couple of months. Money seems to be easing a little, and there is some prospect of Congressional action which might have a stimulating effect, but at this stage it would be futile to predict the shape of legislation that might emerge after the Senate and House get through debating the issues."

"The important thing, however, is that nothing can contain, for long, the enormous demand pressure dammed up behind our current rate of underbuilding. Something is going to give."

"The long-range future of homebuilding activity is extremely bright. We are at the low ebb of household formation now; from here on out, and especially after 1962, there will be a substantial growth in population, in families and in the number of babies born. There's no reason to assume that any of the other basic demand factors will be less strong."

"As an interesting sidelight, our contract figures for new manufacturing buildings have been declining sharply in the past several months. While this, in itself, isn't a particularly pleasant prospect, it does point to the possibility that business demand for investment in new facilities won't be as intense later this year and next year. This ill wind could blow the home-building industry considerable good, if competition for funds eases."

"When will the upturn in housing activity come? Possibly it will show up in the contract figures for the next couple of months; it's more likely that it will happen in the second half of 1957. In any case, I don't see how 1958 can avoid being better."

Lumber Output and Sales Trail '56

For the 24 weeks ended June 15, lumber production in the nation totaled 95% of the 1956 output for the period, according to the National Lumber Trade Barometer. Shipments reached 100% of the '57 output, but were 9% less than the comparable period last year. Orders equalled 101% of '57 output, but amounted to 95% of the '56 volume.

For the week ended June 15,

Southern pine production was 2% ahead of the comparable '56 week — and so were shipments. Orders were up 21%. Douglas fir shipments and orders were up 14% and 19%, respectively, in the face of a 3% drop in production.

The NRLDA retail lumber survey for April showed sales down 10.4% from a year before, but up 16.1% from March. Retail lumber stocks were off 0.6% from a year before.

The East South Central, East North Central, and West South Central regions all registered sales advances over April '56, as slumps in other regions netted the national 10.4% sales drop.

Authorization of a new increase in demurrage charges by the ICC will further stiffen or increase lumber costs. The new commission schedule calls for \$4 a day demurrage per car for the first four days beyond "free time" and \$8 a day thereafter. Saturdays, Sundays, and holidays may now be included in computing the charges after a car has been held four working days or two days beyond "free time."

Housing Rebounds in Construction Upturn

Contracts for future construction in the United States rose sharply in May — up 14% over a year before, according to F. W. Dodge reports. The substantial increase in May contract awards put the cumulative total for the first five months of the year 4% above the 1956 period.

In May, contract awards for one- and two-family houses were at the same level as in May '56 — the first month this year that contract awards for homes did not trail the year before.

According to the U. S. Bureau of Labor Statistics, non-farm housing starts rose more than seasonally during May to 102,000 units. However, starts were 10% below a year before.

Private housing starts in May were at a seasonally adjusted rate of 990,000 units — highest rate this year.

FHA mortgage insurance applications during May — 49,000 — topped all monthly totals for the past year — and fell just 1,000 short of the May '56 application total. GI loan activity was the lowest May of any year since 1952, the Veterans Administration announced.

The Federal Housing Administration recently passed the \$10-billion mark in amount of repair and remodeling loans insured under the



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FHA Title I property improvement program. Commented Assistant Commissioner Roy F. Cooke, "It not only is the amount of net proceeds insured, but the fact that we have insured well in excess of 20 million loans. This means 20-million homeowners have been aided in the improvement of their homes."

Japanese Wood Imports Endanger US Market

The hardwood plywood import problem, affecting builders and building supply dealers because of the material's rapidly increasing use, appears to be headed for a showdown in Congress. Bills to set a quota on imports, backed by 22 senators and 25 representatives, are pending in both houses.

Chairman M. C. McIver of the Hardwood Plywood Manufacturers Committee, which represents American interests, recently charged that importers are seeking to wreck the domestic industry.

McIver warned that if imports continue to increase and dominate the market, hardwood plywood users may face fast price increases.

"Imported plywood is cheap now," he said, "but as soon as the market is controlled, and the bulk of American plants are out of business, the cost of hardwood plywood will go up faster than a guided missile."

As evidence that importers are out to kill American production and corner the market, McIver cited Bureau of Census reports that imports in the first two months of 1957 were 30 per cent above the corresponding months a year ago. Japanese imports were up 60 per cent.

Since 1951, Japanese hardwood plywood imports have jumped more than 4,000 per cent," McIver said.

"Foreign hardwood plywood has taken over about 45 per cent of the American market to the damage of domestic plants — and is reaching for more. Since 1951, annual imports of Japanese hardwood plywood have risen from 12,894,000 square feet to 527,000,000 square feet. Imports from all other countries rose from 53,867,000 to 179,000,000 square feet."

McIver asserted that importers are enjoying the benefits of unlimited importation which was never intended, and are reaping a harvest of profit. Even American farmers are being hurt, he said, because purchase of veneer logs is falling off.

Japanese labor is paid about eleven-and-a-half cents per hour to produce hardwood plywood, compared to \$1.30 or more per hour paid to American workers, McIver said. He added that labor costs in producing 1,000 square feet of Japanese hardwood plywood are about \$4.17 while American labor costs are \$35.00 or more.

McIver cited the following figures on the import situation:

Since 1951, consumption of hardwood plywood has increased 77 per cent. Imports captured all but 4.7 per cent of this increase.

In 1951, imports accounted for only 7.6 per cent of American consumption; in 1956 they accounted for 45-plus per cent.

The Department of Labor price index for hardwood plywood stands at 104, whereas the general wholesale price index for other commodities is at 124. Meanwhile domestic manufacturing costs have risen 30 to 40 per cent over 1951.

Southerners in NLMA Endorse Wood Schools

Directors of the National Lumber Manufacturers Association, at their 1957 spring convention in Boston, set the stage for possible expansion of the lumber industry's research, merchandising, and wood school promotion efforts.

All three projects were the subject of lengthy discussions by NLMA directors, who directed the association's executive committee to tackle specific proposals at a meeting in late summer or early fall. The committee also was directed to consider ways of financing the new programs if adopted.

Merchandising proposals are to be developed by a newly-appointed subcommittee of NLMA's special merchandising committee, members of which include, among others, T. H. O'Melia, Fulton, Ala., and Latane Temple, Diboll Texas. Temple was named subcommittee chairman.

Highlight of the convention was a panel discussion on factors responsible for the growing popularity of one-story wood schools. Lumberman John B. Veach of Asheville, N. C., and Architect-Lumberman W. Jeter Eason of Memphis, Tenn., served on the six-member panel. Moderator was NLMA President Walter M. Leuthold.

Veach called on the lumber industry to undertake an aggressive wood school promotion program and identified several communities where wood schools could help solve a classroom shortage.

Eason attributed the popularity of the one-story wood school to its economy and flexibility of design.

He explained: "There is currently growing a strong emphasis on atmosphere. In looking for materials to bring about pleasant atmosphere in a school room, wood is a natural material to look to. Most children are familiar with the environment of wood, and the psychological effect is one of relaxation and the relief of tensions."

At the same time, Eason underscored several of the obstacles the lumber industry must overcome in promoting wood school construction. "Wood, because it will burn, is generally considered to be more hazardous than steel-frame," he pointed out.

"But we know that a wood-frame wall, with fire stops properly placed and protected with $\frac{3}{4}$ -inch plaster, will receive the same fire rating as a light steel-frame wall with $\frac{3}{4}$ -inch plaster protection."

Elected to official NLMA posts at the conclusion of the convention were Southerners Joseph L. Noyes, Marshall Lumber Co., Marion, N. C.; Q. T. Hardtner Jr., Southern Pine Association president; and E. R. Thomas, Southern Hardwood Producers president.



Construction is in progress on the 26,000 sq. ft. plant and executive offices for the Acme Appliance Manufacturing Co., Monrovia, Calif. The company's lines of sliding door hardware, folding door hardware, and builders' hardware specialties will be manufactured here. The move to the new quarters, from present facilities in Pasadena, is scheduled for August 1, 1957.

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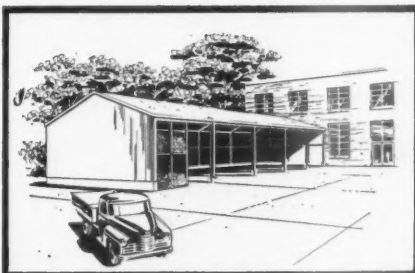
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TOP NEWS

For Dealers, Wholesalers and Manufacturers



Robbins Heads New Floor Tile Company

Initial shipments have been made by National Floor Products Co., Inc., Florence, Ala., a new company recently set up for the manufacture of flexible-type all-vinyl floor tile.

E. Stanley Robbins, president and general manager, pictured above, said that the company's first product is a $\frac{1}{8}$ "-thick tile in a crushed marble pattern, available in special and standard sizes. Other patterns and gauges are being developed and will be ready for quantity output soon.

Lines manufactured by the National Floor Products Co., which has adopted Nafco as its trade name, will be marketed as Supreme vinyl tile.

President Robbins is one of the industry's foremost developers of new products, particularly in original color and design concepts. He has had 30 years of experience in rubber and plastics.

Prior to formation of the National Floor Products Co., he founded the Robbins Tire and Rubber Co. in Tusculumbia, Ala., and was the executive vice-president in charge of operations of both Robbins Tire & Rubber and Robbins Floor Products.

Associated with him in the new venture, as vice-president in charge of production, is George Carter, who was also with the Tusculumbia company.

Housing Center Holds 1st of 10 Conferences

The model house should be the focus of consumer product promotion by building equipment manufacturers, according to homebuilders who attended the Builders' Buying Habits conference recently held at the National Housing Center, Washington, D. C.

Eighty homebuilders and manufacturers of building equipment and products convened for the meeting, which was sponsored by the Housing Center and held under the direction of the National Association of Home Builders.

"The model house is one of the best sources for market research," stated Harold D. Sarshik, Haddonfield, N. J., builder, and chairman of the meeting. "This is the place where the builder gets a positive reaction to the products he has built into the house. Prospective homebuyers quickly and frankly show whether a particular brand of product appeals to them or not."

"Homebuyers do not purchase a house because of any one single factor," said Sarshik. "Rather, they are more effectively sold a complete package of luxury, security, and convenience. The concept of new home ownership is much more compelling than marketing a single product."

The Builders' Buying Habits meeting was one of ten national conferences scheduled at the National Housing Center.

According to Richard C. Hughes, chairman of the center's board of

directors, the other meetings are as follows: A Long-Range Look at the Mortgage Market, Mortgage Risks, Specifications Project with GSA, Modular Construction, the Recruitment and Training of Manpower, Residential Pricing and Appraisals, Housing Research, the Significance of Color to the Home Builders and Home Buyer, and Home Builders' Role in Urban Renewal.

Sash, Door Jobbers Re-elect Officers

The Southern Sash and Door Jobbers Association re-elected its officers and named 11 new directors at its 22nd annual meeting at the Peabody Hotel in Memphis, Tenn.

The officers are: F. R. Weddington, Waco, Tex., president; J. W. Zuber, Atlanta, vice-president; and Thomas Birchfield, Memphis, secretary-treasurer.

The board of directors elected are: T. E. Addison Jr., Atlanta; P. A. Ellis, Rocky Mount, Va.; R. E. Elsberry, Pine Bluff, Ark.; C. E. Hughes, Greenville, S. C.; C. C. Landskroener, Barclay, Md.; Maurice Long, Paducah, Ky.; Walter L. Reints, Oklahoma City; David R. Toombs, Springfield, Mo.; M. M. Woody, Fort Worth, Tex.; Carlton Wyche, Dallas, Tex., all for three-year terms; and Curtis Vaughan Jr., San Antonio, Tex., for a one-year term.

The convention attracted 336 members, their wives, and guests. The association's winter meeting will be held Dec. 2-4 in New Orleans, La.



HARBOR PLYWOOD OPENS DALLAS WAREHOUSE

The Harbor Plywood Corp. of Aberdeen, Wash., has opened a warehouse in the Dallas Brook Hollow industrial district. The 16,000 sq. ft. building will serve jobbers and dealers in the northern half of Texas, in Oklahoma, and part of Arkansas, George E. Carnahan is warehouse manager.

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NRLDA Directors See Mortgage Money Flow

Retail lumber dealers can look forward to gradual improvement in the mortgage situation, helpful changes and innovations in FHA's programs and regulations, an expanded program of employee training, and a bigger and better NRLDA Exposition planned to appeal to both small and large dealers, according to reports made to the Board of Directors of the National Retail Lumber Dealers Association during its May meeting in Washington.

The Association President Paul R. Ely told the Board that he found a decided spirit of optimism among dealers everywhere. Dealers, he said, are forward-looking and progressive, gearing themselves to give the public increasingly better service. Their associations also must gear themselves to such member needs to help provide those services.

Executive Vice-President H. R. Northup reported that the association was cooperating with other industry organizations to increase flow of mortgage money and predicted that the mortgage situation will improve gradually, although not as rapidly as the industry would like. He said NRLDA would continue to urge the adoption of a system of flexible interest rates, which would go far toward preventing shortages such as have been experienced in recent months.

Miles L. Colean, construction economist, supported the opinion that a gradual improvement in the flow of mortgage money could be expected and said that, while 1957 would be a year of readjustment and turn-around in housing, 1958 definitely would be a year of expanded home building activity. Another encouraging factor in the home building picture, aside from the better outlook for mortgage money, he said, is the fact that the number of vacant and unsold homes is lower than at any time since 1950. He pointed out that dealers currently are faring better than the home building trend would indicate, because of the strong demand for repair and modernization.

James C. O'Malley, NRLDA's first vice-president and chairman of the Materials Handling Committee, reported on recent meetings with railroad representatives and lumber manufacturers on the freight car situation. Both groups, he said, have showed gratifying interest in helping to provide and in using cars which can be unloaded at minimum expense. The ultimate goal is to make it possible to unload one-thousand board feet a minute, he said, through unitized shipping and mechanical unloading of lumber in boxcars.

The Board approved a Committee resolution recommending to the railroads that future boxcar replace-



HUTTIG'S SPENCE WINS TOP SALES AWARD

E. Taylor Spence of Dallas, Tex., is seen above, right, receiving the Huttig Sash & Door Co. distinguished salesman award from T. R. Armstrong, vice-president and general sales manager of the company. The presentation took place at a banquet held recently by the Sales Executives Association of St. Louis, at which salesmen from 50 different companies received such an award.

ments and additions be of the plug-door type and that cars of that type be provided in sufficient quantities to meet the needs of the lumber industry.

Paul V. DeVille, exposition chairman, stated that plans for the 1957 Building Products Exposition, to be held November 4 to 7 at Philadelphia, are far ahead of schedule and that the number-one objective this year is to plan clinics and demonstrations that will appeal and be of direct, practical value to small dealers, as well as large ones.

Everett B. Wilson, director of public relations, said the public relations of the industry are in good shape but need constant attention. He recommended a "More House for Your Money" program designed to provide a new publicity vehicle for the industry and also to help dealers build up more housing volume, and establish themselves as the local authorities on home construction. He said the association soon would offer a new NRLDA Estimating Kit to members and reported that, with the preparation of Chapters on Accounting and Unit Cost Estimating, the Dealer Operating Guide has been completed except for revision of various chapters which may be made from time to time.

Western Pine Issues Grading Supplements

The Western Pine Association has announced the publication of supplements Nos. 2 and 3 to the 1956 association grading rules effective May 1, 1957.

Supplement No. 2 clarifies reinspection provisions of the association grading rules; adds a new grade called pitch select; provides alternate rules for grading hemlock and/or larch; and makes changes in optional moisture content standards.

Supplement No. 3 revises stress grades for Douglas fir and larch, making five standard stress grades now available instead of the previous three.

The supplements may be obtained free of charge by writing the Western Pine Association, Dept. SBS, 510 Yeon Building, Portland 4, Oregon.

OHI Changes Address

The offices of Operation Home Improvement, directed by Donald Moore, have been moved to 4 East 52nd Street, New York 22, N. Y.

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SOUTHERN BUILDING SUPPLIES for JULY, 1957

For more details on above items, use Coupon on Page 66

19

MOVING UP in the industry

Federal Housing Administration . . . ROY F. COOKE, Athol, Mass., banker and realtor, has been appointed assistant commissioner for Title I to administer FHA's property improvement loan insurance operations. For 25 years Cooke was president and treasurer of the Cooke Manufacturing Co. of Orange, Mass., a wood-working plant. Before accepting the Federal post, he headed his own real estate business in Athol.

Kentile, Inc. . . . DONALD H. UFFINGER has been appointed general sales manager for this Brooklyn, N. Y., manufacturer of floor tiles. Uffinger, who has been with Kentile over 10 years, was formerly divisional sales manager in charge of the Cleveland office.

Federal Housing Administration . . . CHARLES H. BORCHERDING SR. has been appointed director of the Maryland insuring office of FHA, Baltimore. Borcharding succeeds ARTHUR W. SHERWOOD who has been assigned to the staff of the Housing and Home Finance Agency administrator in Washington, to be in charge of community development service.

Simpson Redwood Co. . . . GORDON J. MANARY has been appointed vice-president and general manager of this California firm. Formerly vice-president and general manager of the Pacific Lumber Co., Manary will direct Simpson's manufacturing and sales operations and manage its extensive timber lands. His headquarters will be Arcata, Calif.

Celotex Corp. . . . KENNETH J. POWERS has been appointed assistant merchandise manager in the gypsum sales department of this Chicago firm. Powers was formerly assistant manager of the company's Texas sales branch.

Philip Carey Mfg. Co. . . . N. D. MUSSER has been appointed assistant district manager, Southwest district, for this Cincinnati company. Formerly assistant merchandising manager of the building products department, Musser has been with Philip Carey since 1948. His headquarters are Houston, Tex.

Flintkote Co. . . . JOHN G. FLANAGAN has been appointed general sales manager of this firm's Tile-Tex Division, producer of vinyl-asbestos and asphalt floor coverings. Formerly Southern division sales manager in New Orleans, Flanagan will be located at the division's general offices in Chicago Heights, Ill. He has been with Tile-Tex nine years.

Clark Equipment Co. . . . Two promotions have been made in the In-



E. A. MILLER has been elected vice-president in charge of the newly-established Building Products Division of Fenestra, Inc., Detroit. He formerly was manager of the Panel Division. Miller's new duties include all sales and manufacturing activities for Fenestra doors, sash, and panels. Miller joined Fenestra, then Detroit Steel Products Co., in 1943.

dustrial Truck Division of this Battle Creek, Mich., firm. L. A. DePOLIS, formerly general sales manager, has been named director of sales. BERT E. PHILLIPS, previously assistant sales manager, is now sales manager.

Pittsburgh Plate Glass Co. . . . ROBINSON F. BARKER has been appointed vice-president of the glass division. Prior to this appointment Barker served as general manager of planning for the division, and as assistant to the president of the company. He has been with the company since 1935.

Stanley Building Specialties Co. . . . LARRY L. PUTZEL has been named Southeastern district sales manager for this North Miami, Fla., subsidiary of Stanley Works. He was formerly Southeastern sales manager for Arnold Products, and general manager of National Aluminum Enterprises. Putzel has Atlanta headquarters. . . . WILLIAM H. BOHLE has been appointed midwest district sales manager. Bohle was formerly sales manager for E. B. Young, Inc., Chicago. His Stanley headquarters are in Cincinnati, Ohio.

Hyster Co. . . . ROBERT F. MOODY, formerly Eastern division sales manager of industrial trucks, has been

named domestic sales manager for industrial trucks. RAYMOND L. HOWERTON, formerly assistant sales promotion manager, is now sales promotion manager, located at the Portland, Ore., plant. RAY M. RONALD, formerly Western division sales manager, has been named domestic sales manager of Hyster's tractor equipment division.

Associated General Contractors of America, Inc. . . . RICHARD J. MITCHELL, Pittsburgh, Pa., has been named chairman of the national joint board for the settlement of jurisdictional disputes by the construction industry organizations sponsoring the board. He succeeds John T. Dunlop.

DFPA Reorganizes Field Department

The Douglas Fir Plywood Association has completed the reorganization and expansion of its field promotion department with the rearrangement of regional boundaries and plans for the addition of eight new field promotion representatives.

Under the reorganization, DFPA regional managers are now headquartered in the following cities: R. S. Williamson, New York; Paul Nystrom, Washington, D. C.; W. T. Robison, Atlanta; Herman Glover, Dallas; Darwin C. Boblet, Cleveland; W. D. Page, Chicago; Glenn Halme, Minneapolis-St. Paul; Richard E. Anderson, Los Angeles; Earl Pennington, San Francisco; and Stanley A. Taylor, Assistant Field Promotion Director, Tacoma.

Bosnian, Sparling Made Top Chain Belt Officers



LUTHER H. BOSNIAN, right, and William J. Sparling, left, have been appointed senior vice-president and vice-president for manufacturing and facilities, respectively, of the Chain Belt Company, Milwaukee. Other appointments were Edward M. Rhodes to general manager of the industrial equipment section, and Harold Patzer to sales manager, foundries.

VERSATILE,
SPACE-SAVING

SLIDE-A-FOLD

DOORS

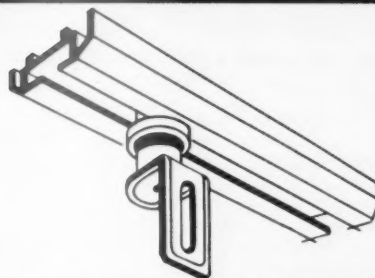
are

- ✓ easy to install
- ✓ smooth operating with



HAR·VEY SLIDE-A-FOLD DOOR HARDWARE

Slide-A-Fold Doors enable you to offer space-saving advantages, extra convenience and beautiful effects at low cost. A wide variety of Slide-A-Fold Door materials are available today, such as solid wood, hollow plywood, plywood, woven wood strips in wood frames, plantation shutters, West Indies screens . . . and screening, fabrics, glass and Plexiglas in wood frames. Regardless of the doors you select, use HAR·VEY Slide-A-Fold Door Hardware for low cost installation and dependable operation.



20 minutes is all it takes to install the average Slide-A-Fold Door with HAR·VEY Hardware. Extruded aluminum track with adjustable end bushings and nylon-sleeved pivots and guides permit even weight distribution and provide quiet, lifetime performance. No lubrication needed.

Low cost HAR·VEY Slide-A-Fold Door HARDWARE is available in complete sets—including hardware and two tracks



For Type SF1 Doors, $\frac{3}{4}$ " to $1\frac{3}{8}$ " Thick
SF1-18 for 1'-6" opening 3.98 set
SF1-24 for 2'-0" opening 4.48 set
SF1-30 for 2'-6" opening 4.98 set
SF1-36 for 3'-0" opening 5.48 set



For Type SF2 Doors, $\frac{3}{4}$ " to $1\frac{3}{8}$ " Thick
SF2-36 for 3'-0" opening 6.59 set
SF2-48 for 4'-0" opening 7.59 set
SF2-60 for 5'-0" opening 8.59 set
SF2-72 for 6'-0" opening 9.59 set

AMERICAN SCREEN PRODUCTS COMPANY

HOME OFFICE: 61 EAST NORTH AVENUE, NORTHLAKE, ILLINOIS

Midwestern Division: 505 W. Harrison, Plymouth, Indiana
Southwestern Division: 8416 Lofland Drive, Houston, Texas

Western Division: 217 North Temple City Blvd., El Monte, California
Eastern Division: 1001 Roosevelt Ave., Carteret, New Jersey





Jack Malone, center, representing the Acme Building Supply Co. of Meridian, Miss., receives a 1956 Brand-Name Award from Channing Way, left, building products merchandising manager of the *Saturday Evening Post*. Mrs. Malone looks on. The presentation of one of the four "certificates of distinction" for building material dealers was made at a buffet supper at the Hotel St. Regis in New York City where the Malones were guests.

U. S. Plywood Opens Research Center

The creation of new materials and new combinations of materials for tomorrow's buildings was the mission given a newly-opened research center in Brewster, N. Y., by S. W. Antoville, president of United States Plywood Corporation. He officially designated the new facilities the Lawrence Ottinger Research Center in honor of the corporation's late founder.

Located on a 22-acre tract in the foothills of the Berkshires, completely separated from any of the company's 36 manufacturing plants, the center provides ideal surroundings and equipment for the staff of research scientists.

President Antoville said:

"Primarily, the Ottinger Research Center will seek new laminations or combinations of wood, plastics, metals, resins, paper, textiles and other materials suitable for construction, for decorative or functional purposes. Its objective will be to create, test, and prove the physical qualities and economic usefulness of new products for homes, industry, office and business structures, furniture, and for fabrication into a variety of other end-products.

"It will also be a function of this center," Antoville said, "to find new uses for existing products that have already been fashioned by a wide range of laminations."

Chemistry laboratories, physics laboratories, structural laboratories, and testing laboratories are major divisions of the center. In the latter there's the "rainmaker," a cabinet in which products may be tested for all sorts of weather conditions.

Nearby is a device perfected by Charles B. Hemming, U. S. Plywood's director of research and development, who is head of the center. It is known as the "warp-cycle tester," and by a combination of chilled water and infra-red lamps, differentials of temperature are produced to test the dimensional stability of new

panel products for construction.

In a cork-insulated room, known as a constant-temperature-constant-humidity room, the "ideal climate" is precisely maintained. In this room, samples of all materials sensitive to moisture changes are conditioned and tested.

A device known as the Weather-meter, by use of ultra-violet rays and water, greatly accelerates the deteriorating effects of outside exposure. It is also used to test fading and discoloration.

A division of the research center known as the new products development division, headed by Vernon F. Sears, will maintain liaison between the center and U. S. Plywood's extensive establishment in the field.

Marble Institute Retains Armour Foundation

The Marble Institute of America has retained the Armour Research Foundation of the Illinois Institute of Technology to implement a research and development program on marble used in building construction.

The foundation's first two projects will attempt to adapt marble slabs to window-wall construction and to develop improved methods of using marble for thin wall veneers.

The foundation will also study various types of reinforcement and backup materials, such as lightweight foamed cements, acoustical and thermal insulations, and placement framing. The aim will be to develop a complete marble slab unit which can be quickly installed in large wall areas.

In addition to these aspects, the problems of gasketing, pointing, and adhesive materials will be studied. Additives capable of improving the dimensional stability of mortar will also be covered in this research.

A final phase of these initial studies will cover the investigation of marble finishes.

FHA Announces Typical '56 Mortgage Transaction

Federal Housing Commissioner Norman P. Mason has made public the characteristics of the typical FHA mortgage transaction in 1956.

Although people earning anywhere from \$2,500 to \$15,000 and up have benefited, the median annual income of those who financed the purchase of a new home last year with the proceeds of an FHA-insured mortgage is \$6,054, according to a recent FHA survey.

New homes purchased in 1956 were larger and cost a little more than those of the preceding years. Although the number of rooms and bedrooms in the typical home remained the same, 5½ and 3 respectively, the over-all floor area increased from 1,022 sq. ft. in 1955 to 1,064 in 1956. More of the homes had garage facilities — about 73% in 1956, compared to 70% the previous year.

The income of the average home buyer increased 10% last year, and the proportion of this income used to cover housing expenses averaged slightly less — 19.5% compared to 19.7% the year before. Prospective monthly housing expense undertaken by the 1956 home buyer was estimated at \$104.60. This figure includes utilities and maintenance as well as mortgage payment.

Increasing costs of land acquisition and development were factors in the higher FHA valuations last year. The price of the average site in 1956, Commissioner Mason said, was \$1,887 — 16% higher than in 1955. This land cost represented 14% of the total typical valuation of \$13,203.

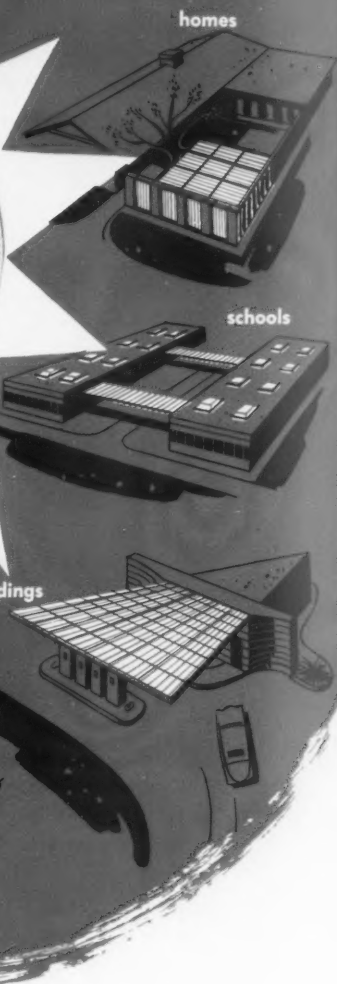
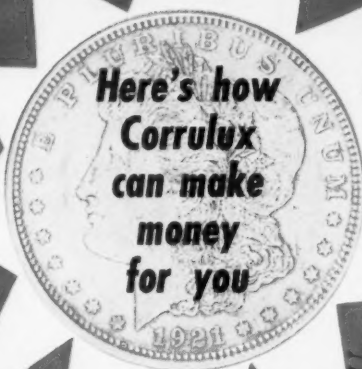
An insured mortgage of \$11,010, or 86.7% of value, financed the typical FHA home transaction last year. The average mortgage was made for a term of 25.5 years and called for monthly payments to principal, interest, insurance and taxes of \$81.70.

Central Gas Heating Trends

A strong trend toward higher capacities in central gas heating equipment is shown in a study of sales over a five-year period made by the Gas Appliance Manufacturers Assn.

In the case of both gas-fired furnaces and boilers for residential use, a larger proportion of production has gone into units of greater btu-input. The smallest sizes, as measured in heating capacity, show the largest declines in percentages of total output. However, sharp gains in over-all production mean that in almost every classification the number of units shipped actually increased.

The study covers total production, for both new home and replacement markets, from 1952 through 1956.



15 colors —
Granitized and
smooth
Farm, residential
and industrial
corrugations
Flat panels —
also factory-cut
window panes

Corrugulux sales are ready-made, a quality product, nationally advertised and widely distributed.

Thousands of successful installations have proved the industrial need for shatterproof skylights, sidelights and flat glazing. Commercially and for residential construction — decorative canopies, awnings, luminous ceilings and partitions are only a few applications of this versatile and beautiful translucent building panel.*

There is a Corrugulux distributor near you — call him and learn the Corrugulux story.

* Fire Resistant
CORRULUX PYROPAHL
is available for use where
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P. O. BOX 20026, HOUSTON 25, TEXAS

CORRULUX DISTRIBUTORS

ALABAMA Birmingham Dothan Gadsden Mobile Montgomery Prichard	Birmingham Steel Buildings Dothan Glass Co. Kimball Paint & Glass Co. Underwood Builders Supply Co. Alabama Steel Buildings Pitman Brothers Prichard Glass Co.
ARKANSAS Little Rock	Arkansas Foundry Binswanger & Co.
DELAWARE Wilmington	Budd Metal Co., Inc. Hires Turner Glass Co.
DISTRICT OF COLUMBIA	Hires Turner Glass Co.
FLORIDA Fort Myers Jacksonville	Bob Dean's Welding Service Chaplin-Hobson Co. Hull Metal Supply Corp. A. C. Ferguson Co. Florida Glass & Mirror Acme Glass Co. Panama Glass Co. Gulf Coast Steel Buildings Southern Insulating & Awning Co. Florida Steel Buildings
MIAMI Orlando Panama City Pensacola	
TAMPA	
GEORGIA Atlanta	AAA Brands Company Atlantic Steel Co. Slusky Builders Supplies, Inc. Columbus Glass Co. Steel Builders, Inc. Binswanger & Co. Dixie Metal Buildings Southern Glass Co.
AUGUSTA Columbus	
MACON	
SAVANNAH	
KENTUCKY Lexington Louisville	Central Kentucky Supply Co. American Builders Supply
LOUISIANA Baton Rouge New Orleans Shreveport	Ero, Inc. Karl Hansen Co. Metal Building Products Co. Binswanger & Co.
MARYLAND Baltimore Salisbury	Rink Building Systems Heger Enterprises
MISSISSIPPI Jackson	Acoustics & Specialties Binswanger & Company
NORTH CAROLINA Asheville Charlotte Durham Fayetteville Greensboro Raleigh Wilmington	Pritchard Paint & Glass Co. Pritchard Paint & Glass Co. Pritchard Paint & Glass Co. Binswanger & Company Binswanger & Company Tidewater Supply Co., Inc. Pritchard Paint & Glass Co. Atlantic Glass Co.
OKLAHOMA Oklahoma City Tulsa	Fiberglass Industries Braden Steel Corp.
SOUTH CAROLINA Charleston Mt. Columbia Florence Greenville Roebuck	B. L. Montague Company Binswanger & Company Binswanger & Company Binswanger & Company Roebuck Steel Buildings
TENNESSEE Chattanooga Kingsport Knoxville Memphis	Hale & Wallace, Inc. Holston Glass Co. Southeastern, Inc. Acoustics & Specialties, Inc. Binswanger & Company
TEXAS Amarillo Austin Beaumont Corpus Christi Dallas El Paso Fort Worth Houston Lubbock Odessa San Antonio Victoria Waco	Amarillo Plate Glass & Mirror Co. Panhandle Steel Building Co. Binswanger & Company Binswanger & Company Safety Glass Co. Binswanger & Company Macatee, Inc. Banes Co., Inc. Binswanger & Company Thornton Steel Co. Binswanger & Company Rule Building Materials Co. Wilson Building Supply Avenue "H" Building Materials Lubbock Glass & Mirror Co. Steel Bilt Products Co. Darbyshire Steel Company, Inc. Howard Kells Samuels Glass Co. Scott Sales Company C. H. Ruebeck Company
VIRGINIA Norfolk Richmond Roanoke	Building Supplies Corp. Binswanger & Company Binswanger & Company
WEST VIRGINIA Charleston Parkersburg Wheeling	Allied Services, Inc. Wholesale Distributors, Inc. Scott Lumber Company

We take pleasure in announcing the
appointment of a new Corrugulux distributor
SOUTHERN STATES IRON ROOFING CO.

Savannah, Ga. Nashville, Tenn.
Miami, Fla. Richmond, Va.
Raleigh, N. C. Atlanta, Ga.
Birmingham, Ala. Memphis, Tenn.
Louisville, Ky.

NOW! HARBORITE

Harborite is the miracle overlaid fir plywood



*... has rabbeted lap for automatic alignment ...
lasts longer ... looks better ... costs less!*



EASY WORKING! Harborite Beveled Siding is easier to apply ... easier to work with standard tools. No furring strips, wedges or shims are required. No chalklining or measuring is needed ... the rabbeted lap provides automatic alignment. Nailing and caulking are easier. Joints are smooth and weathertight.



LOWER COST! Ease of handling, working and painting greatly reduces precious man-hours ... slashes time and costs! No waste effort or material. It's re-humidified ... shrinkage and warpage reduced to an absolute minimum! Maintenance costs cut, too ... the hard surface wears far longer than ordinary sidings!



EASY PAINTING! Harborite Beveled Siding has a super-smooth overlaid face ... paint goes on easier, lasts longer, looks better. Harborite Beveled Siding is completely Resin-Sealed. Overlay eliminates checking ... minimizes grain raise!



EASY HANDLING! Harborite Beveled Siding is light weight. One man can apply it quickly, accurately. Easy to fit around all openings. It's packed in sturdy, easy-to-handle cartons. 14 pieces, 12" x 96" to the carton ... net coverage 105 square feet.

Available at your lumber dealer

BEVELED SIDING!...

super-resistant to wear, weather and water!

LUMBER DEALERS!

GIANT AD CAMPAIGN

IS PRE-SELLING YOUR CUSTOMERS!

*This ad will announce
new Harborite Beveled Siding in:*

HOUSE & HOME, PRACTICAL BUILDER,
AMERICAN BUILDER, BUILDING PRODUCTS,
WESTERN BUILDING, PROGRESSIVE ARCHITECTURE
and PF — The Magazine
of Prefabrication ...



HARBORITE®

the building product of 1001 uses!



"The house that we have just completed owned by Torai Neishi and designed by Guy L. Rosebrook, Architect, specified the use of Harborite Beveled Siding. Our labor, painting and material cost was reduced by at least thirty percent. In our opinion, no siding has the quality appearance after painting that this material has."

Russell C. French
FRERICH & TOMLINSON
Oakland, California

Harborite is also available in standard 4' x 8' panels, and over-size panels

on special order. Overlay on one or both sides. Two grades:

Special HARBORITE (C grade core) and HARBORITE Super-Grade (Solid wood core).



MANY BUILDING USES

Soffits ... Gable Ends
Exterior, Interior Walls
Flooring ... Partitions
Cabinets ... Built-ins
House, Garage Doors
Fence Panels ... Work Sheds
Roof Coverings ... Shutters
Flat Siding ... Concrete Forms
Board/Bat Siding ... Others

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TODAY

HARBOR PLYWOOD CORPORATION
Aberdeen, Washington 758

I want to know all about (check one, two or all):

☐ HARBORITE Beveled Siding
☐ HARBORITE ☐ Sample of Beveled Siding

Name

Firm

Address

City Zone State

Resolutions Adopted At NBMDA Meeting

The following resolutions were adopted by the National Building Material Distributors Association at their Spring meeting in New Orleans.

"1. Whereas, it is necessary for the manufacturer and wholesaler of building material products to maintain a close relationship; and whereas, such a relationship provides a better understanding of the problems of both segments of the industry; and whereas, it is more beneficial to both the manufacturer and wholesaler to arrive at a solution to the industry's problems by teamwork rather than by arbitrary rulings; and whereas, some far-sighted manufacturers are already following the procedure herein recommended . . . be it therefore resolved that this convention of the National Building Material Distributors Association strongly urge all manufacturers selling through wholesalers to formulate a wholesalers policy committee consisting of representatives of their wholesalers (based on geographical location) and policy-making representatives of the manufacturer. This committee would meet periodically to discuss policy, products, market trends, etc., and who could try to arrive at a solution of the common problems relative to these subjects.

"2. Whereas, the wholesaler of building materials has many new lines to sell these days; and whereas, it is a known fact that dealers can't keep up-to-date records of what lines each wholesaler sells, despite the variety of price lists and catalogs in circulation; and whereas, it is to the interest of the manufacturer to have every possible dealer know who sells his product at wholesale; and whereas, some far-sighted manufacturers are already following the procedure herein recommended . . . be it therefore resolved, that this convention of the National Building Materials Distributors Association strongly urge all manufacturers selling through wholesalers to periodically list their wholesalers in publication advertising directed to dealers."

NBMDA's annual meeting will be held in Chicago at the Sheraton Hotel, November 11-13. The next spring meeting will be held in Philadelphia at the Bellevue Stratford, April 29 and 30, and May 1 and 2, 1958.

Texcrete Opens La. Plant

The Texcrete Co. of Shreveport has opened its modern new \$1,000,000 plant at Bossier City, La., across the Red River from Shreveport.

The plant, producing concrete



GEORGE V. ARNOLD has been promoted to Southeast division sales manager of the National Gypsum Co. Arnold, former Atlanta district manager, fills the position left vacant by the death of William H. Pulley. National Gypsum's Southeast division includes offices in Atlanta, Ga., Birmingham, Ala., Charlotte, N. C., Jacksonville, Fla., and Richmond, Va. Arnold has been with the company since 1938.

blocks, concrete pipe, and other types of building materials, is said to be the largest complete structure of this type ever constructed at one time. Situated on 14½ acres, it contains 45,000 sq. ft. of operating space, plus two and one-half acres of concrete storage slabs.

The plant is a part of the concrete division of Texas Industries, Inc.

Curtis Elects Belknap And Kroeger to Board

At the recent annual meeting of the Curtis Companies, Inc., Clinton, Iowa, shareholders elected two new members of the board of directors. They are: W. L. Belknap III of Bridgeport, Conn., formerly president of Belknap Manufacturing Co. and vice-president of Detroit Controls Corp.; and A. F. Kroeger of New York City, partner in the firm of A. & H. Kroeger, industrial consultants.

The following members of the board were reelected: J. K. Cozier, Cleveland, Ohio; J. E. Drick, Chicago, Ill.; E. J. Curtis Jr., G. M. Curtis, and E. B. Oyaas, Clinton, Iowa.

Atlantic Steel Opens Birmingham Branch

The Warehouse Division of the Atlantic Steel Company, Atlanta, Ga., has announced the opening by early August of a branch office and warehouse in Birmingham, Ala. F. E. Saucier Jr. will be branch manager.

Initially, the Birmingham warehouse will stock only Kaiser aluminum products. A full line of steel warehouse items will be added at a later date.

The company has leased property at 4230 First Avenue South. Construction is now underway on one of the Atlanta firm's line of Dixisteel rigid frame buildings. Containing 14,000 sq. ft. of floor area, the building is designed for the installation of an overhead crane as well as for standard warehouse cutting equipment. A modern, air-conditioned office is also being provided.

Mills Close to Job Site Expedite Florida Project

An unusual achievement in supplying a large quantity of lumber for a housing project was recently accomplished by seven mills in the Alabama-Northwest Florida area.

The specifications called for grade-marked kiln-dried Southern pine lumber. When the invitations to bid on the 500 unit Capehart Housing Project at Eglin Field, Fla., were issued by the contractor, the Centex Corporation of Dallas, an Alabama manufacturer, conceived the idea that mills nearest the site could assure the contractor that the quantity and quality of lumber would be available when and where it was needed.

Seven mills quoted on the 4½ million feet of dimension, timber, boards, and finish required for joists, studs, rafters, sheathing, and trim through a retail lumber dealer in Fort Walton. Each mill accepted the responsibility for supplying the portion of lumber on which it had bid. The Fort Walton Lumber and Supply Co. posted its own expeditor, Melvin Brown, at the job site to maintain continuous liaison with the contractor and to schedule shipments of lumber from the mills as required.

As the project developed, Brown was able to anticipate requirements and see that lumber in proper size and quantity was spotted where needed. Each week's requirements were ordered seven days in advance and Brown kept in constant contact with all seven mills. Deliveries were made by truck and there was no cluttering up of the job site. The mills were able to anticipate deliveries and the contractor was in the ideal position of having his lumber delivered according to his exact and immediate requirements.

How Dealers can use Weyerhaeuser Yard Stocks to

Cut Overhead, Boost Profits

LOW UNIT PRICES—At the Weyerhaeuser Distributing Yard, dealers actually save 2 to 3% and more when they buy lumber in convenient units. Lumber in units brings other dealer savings, too . . . savings in truck time as units load faster . . . lower dealer handling costs . . . clean, ready-tallied stock with a practical assortment of lengths.

CUT COSTS—When you draw up on the broad diversified Weyerhaeuser stocks of lumber and other building materials . . . with purchases either in units or other quantities . . . you conserve capital, cut inventory and other operating costs.

KEY TO PROFITS—Dealers know that profits result from mark-up times turnover. The Weyerhaeuser Louisville Distributing Yard helps you multiply turnover and increase your profits.

WHOLESALE STOCKS OF FIRST CHOICE MATERIALS
FOR SALE THROUGH RETAIL LUMBER DEALERS

CROSSROADS LOCATION . . .

1360 Durrett Lane,
at Watterson Expressway,
5 blocks east of
Preston Highway
(Kentucky Turnpike)

FAST SERVICE—Your trucks quickly move in and out of this new distributing yard. Truck-height loading docks with automatic platform levelers . . . modern lift trucks . . . specially-designed end-loaders . . . abundant hard-surfaced area for easy maneuvering of trucks. All these add up to faster service for dealer trucks at Weyerhaeuser.

ONE-STOP—You can cut truck expenses by pick-up of quality lumber and many basic building materials with just one stop. Make this your supply depot of *first choice* building materials.

SALES LEADERS—Wood panelings . . . decorative plywoods . . . particle board . . . all the famous brand name materials shown at right . . . these can be your sales leaders! Use them to attract more business, and let Weyerhaeuser carry the inventory.

First Choice

Building Materials Stocked
for Your Convenience

WEYERHAEUSER

4-SQUARE *

Lumber and Building Products

Andersen Windowalls *



Complete Wood Window Units

Nu-Wood *

Insulation Board Products

Balsam-Wool *

Sealed Insulation



KOLORITE *

Factory-Coated Shakes and Shingles

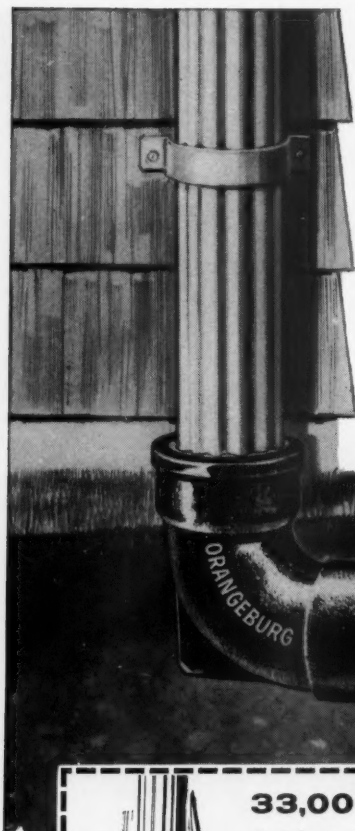
*T. M. Reg.

Weyerhaeuser

Louisville Distributing Yard

WEYERHAEUSER SALES COMPANY

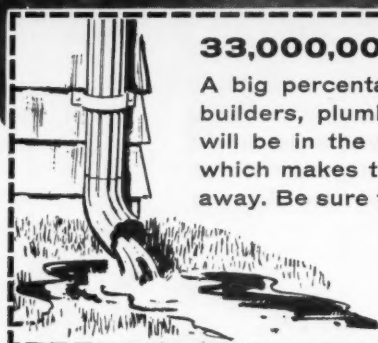
TELEPHONE: EMerson 8-3331



ORANGEBURG®

Root-Proof Pipe

makes ideal downspout run-offs



33,000,000 Single Family Houses In U.S.A.!

A big percentage of them have no downspout run-off lines. Many builders, plumbers, home owners, farmers—your best customers—will be in the market this season for Orangeburg Root-Proof Pipe which makes the modern and practical drainline to carry roof water away. Be sure to carry genuine Orangeburg to meet this demand!

Other uses: Orangeburg Root-Proof Pipe is for sewer lines from the house to street main or septic tank...for storm drains...and other non-pressure underground outside lines. Made in 2", 3", 4", 5" and 6" sizes.

A Best Seller Across the Nation

Over 250,000,000 feet of Orangeburg pipe are in service today. Downspout run-off lines are one of its popular uses.

Orangeburg's lightweight 8-foot lengths save installation costs. Taperweld joints seal root-proof with a few hammer taps...no cement, no compounds. Orangeburg is strong and tough. Lines 50 years old, going strong today, are proof of its durability.

Orangeburg also comes *Perforated* in 4" size for foundation drains, septic tank filter fields...all wet spot drainage.

Orangeburg's national advertising in *Life*, *Better Homes and Gardens*, *American Home*, *Farm Journal* and other magazines has made the Orangeburg *brand name* the best known *trade mark* on pipe and fittings.

Get *genuine* Orangeburg. Look for the Orangeburg *brand name* on pipe and fittings. For more facts write Dept. SBS-57.

ORANGEBURG MANUFACTURING CO., INC. • Orangeburg, N. Y., Newark, Calif.



ORANGEBURG FITTINGS



Exclusive Orangeburg Fittings featuring Taperweld joints simplify the installation.

**You Get a Wider Profit Margin with this
TOUGH, FUNGICIDE-TREATED VAPOR BARRIER**



Sold Only Through Dealers **SISALKRAFT VAPORSTOP**

Yes, we protect our dealers on this popular, quality vapor barrier. You can make real money!

Sell it to your builder customers as a low cost vapor barrier for use under concrete slabs and in crawl spaces. It's FUNGICIDE TREATED to make it rot resistant . . . and reinforced with tough steel-like fibers—for tear and rip-free application. Tell your builders that Sisalkraft VAPORSTOP is *easy to apply*, will save them grief and headaches — from home owner complaints of dampness, rot, paint peeling. Sisalkraft VAPORSTOP *completely prevents moisture migration from the ground!* Meets FHA and VA Minimum Property Requirements. Available in roll sizes:

36" 500 sq. ft.	60" 1200 sq. ft.	84" 1200 sq. ft.
48" 500 sq. ft.	72" 1200 sq. ft.	96" 1200 sq. ft.

American SISALKRAFT Corporation

Chicago 6 • New York 17 • San Francisco 5

Other Products in the SISALKRAFT LINE

Orange Label Sisalkraft® — Waterproof reinforced building paper

Sisalkraft Moistop® — Permanent vapor barrier

Sisalation® — Reflective insulation and vapor barrier

Copper Armored Sisalkraft® — Electro sheet copper for concealed flashing and waterproofing

Sisalite® — Polyethylene film

Sisal-Glaze — Plastic glass replacement

In Canada Sisalkraft products are sold under the following names: Orange Label Fibreen, Sisalation, Copper Armored Fibreen, Fibreen Vaporstop, Fibreen Moistop — contact Alexander Murray & Co., Ltd., Montreal

**A gift of lasting value for your customers
with your compliments!**

**NEW
EDITION
72 pages
12 more
than before!**



Your store name and address imprinted here FREE

A new and enlarged edition of TCI's popular Farmers and Ranchers Handbook is ready. *And it's a humdinger.*

Containing more facts, more usable, everyday information and more time-and-money-saving ideas than any previous issue, this new edition is available to every farm home in your area *through your store* with your compliments.

And, from the tremendous demand for earlier editions, just about everybody visiting your store will want a copy of this larger, vastly improved edi-

tion. So be sure to order enough to go around . . . and be sure to put them out where prospective customers can see them. For, remember, TCI's Farmers and Ranchers Handbook is also an interesting catalog of the complete TCI line of USS Quality Steel Products for the Farm, including USS Tennesseal V-Drain Roofing, USS Corrugated Roofing, USS American Fence, Barbed Wire and Poultry Netting, USS Baling Wire, Tennesseal Nails and Staples—all easy-to-sell items it will pay you to carry and feature.

If you stock Tennesseal Roofing and USS American Fence, we will furnish you with as many copies as you need of the new Farmers and Ranchers Handbook for free distribution from your store. For further information, contact our nearest District Office, or write direct to Fairfield.

**TENNESSEE COAL & IRON
DIVISION**

UNITED STATES STEEL CORPORATION
GENERAL OFFICES: FAIRFIELD, ALABAMA
District Offices: CHARLOTTE - FAIRFIELD - HOUSTON
JACKSONVILLE - MEMPHIS - NEW ORLEANS - TULSA

Quality Steel Products for the Farm

UNITED STATES STEEL





THE OLD CRAFTSMAN LABEL appears on every panel of the easiest working, easiest painting, easiest selling plywood ever. Your customers will be looking for it in your yard.



ADVERTISED NATIONALLY and promoted by how-to-do-it books and other merchandising aids. Special \$10,000 Old Craftsman Contest during April and May introduces Old Craftsman to new customers.

How to save time in selection when customers need premium pine

Old Craftsman PINE PLYWOOD

easier for you to stock and handle

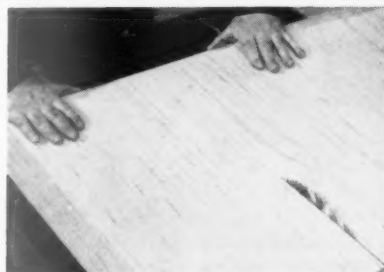
easier for professionals and do-it-yourselfers to work and finish

Old Craftsman Pine Plywood is the answer to wasted time and effort of hauling out board after board when customers ask for "clear pine." Old Craftsman helps you cut your selling time and costs compared with handling lumber. Every panel is uniformly top quality; there is no waste. Every panel gives you full profit!

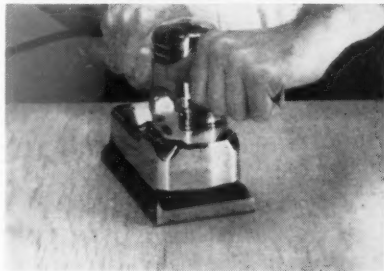
Clear California pine — clear through, Old Craftsman is available in grades from G2S to BD, both exterior and interior. Old Craftsman comes in a variety of widths, thicknesses, and lengths up to 10 feet.

The interior grades are bonded with Weldwood L-1R, a special mold-resistant adhesive developed by Weldwood for maximum, permanent strength.

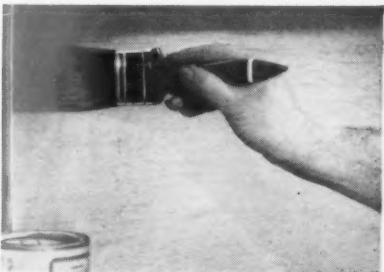
Old Craftsman is stably priced for steady profits. In Old Craftsman you can offer all the working advantages of clear pine lumber combined with all the structural advantages of rugged plywood. Truly an exceptional pine plywood, Old Craftsman is in great demand among a growing number of professional and amateur woodworkers alike.



WORKS EASIER. Saws slick as a whistle with no edge-splintering. Can be drilled, routed, with no trouble at all. Even with hand tools, Old Craftsman is a delight to use.



SANDS SMOOTH. Because it's factory-sanded, Old Craftsman sands smooth and easy. In many cases, Old Craftsman Pine Plywood needs no sanding at all. There's no temperamental grain trouble.



PAINTS BETTER. Old Craftsman Pine Plywood paints better and smoother. Far less checking and hairline cracking... no grain show-through. Takes stains and finishes exceptionally well.



ASK YOUR WELDWOOD REPRESENTATIVE ABOUT OLD CRAFTSMAN AND THE SALES-BUILDING BOOK, "PROJECTS YOU CAN BUILD WITH OLD CRAFTSMAN PINE PLYWOOD."

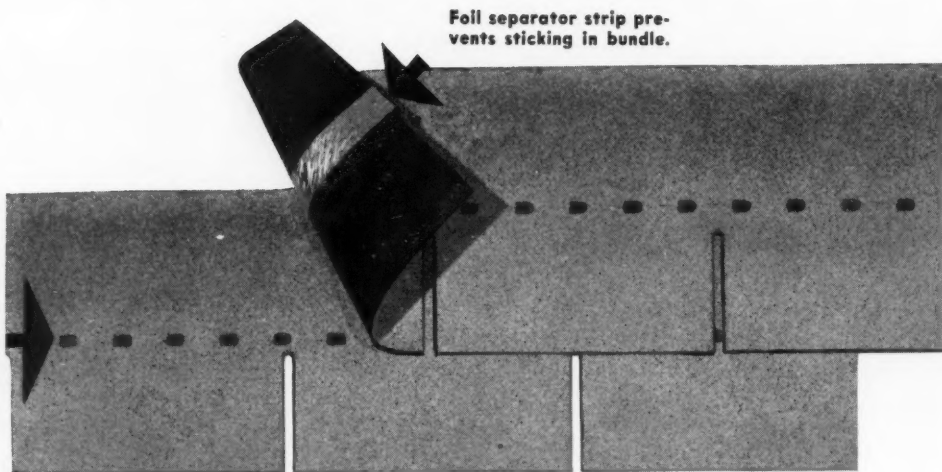
LOGAN-LONG *presents*

A NEW CONCEPT IN ROOF PROTECTION!

TESTED AND PROVEN, WE CAN NOW OFFER
YOU THE *ULTIMATE* IN SELF-SEALING SHINGLES

PERMA-WELD

Adhesive spots
protected by foil
remain fully oper-
ative under the
warmth of the sun
to make a perfect
seal.



Foil separator strip pre-
vents sticking in bundle.

ADVANTAGES OF PERMA-WELD

For the roofer.

No tapes to strip off and clean up. The foil stays on.

No reversing or turning over shingles during application. Use them just as they are packed in the bundles.

No sticking in the bundles. The foil separator does the trick.

No moisture trapped between shingles. Frequent openings between the adhesive spots allows easy drainage.

For the home owner.

Freedom from worry of damage from high velocity winds.

Beauty of design. No tricky patterns just architecturally correct straight lines.

Beauty of color. A choice of the most modern pastels and white.

Long-Life on the roof, backed by over thirty-five years of specialized experience in the manufacture of asphalt roofing.

THE LOGAN-LONG COMPANY

6600 S. Central Ave.
Chicago 38, Ill.

Dixie Terminal Bldg.
Cincinnati, Ohio

First National Bank Bldg.
Birmingham, Alabama

North First Street
Fulton, New York



JULY
1957

**SOUTHERN
BUILDING
SUPPLIES**

Accent on Repairs Boosts Volume 50%

By S. W. ELLIS

» When mortgage money for new construction became hard to get, Harry Griffen of Century Builders Supply, Fort Smith, Arkansas, launched a wide-scale promotion on materials and service for house repairs. His sales volume increased 50 per cent.

Profiting from long experience in successful emphasis on any size home repair, Griffen decided to make his modern store and yard into an attractive shopping center for over-the-counter customers. The success of his plan is evidenced by the steady stream of customers flowing in and out of the store everyday.

The modernized store, on the corner of a secondary business street, became "The Home of the House Doctor," a slogan adopted for all advertising, including newspaper, radio, and television. Newspaper advertisements urged people to come to the store for help with large and small repairs.

The services of building specialists were also emphasized in the advertising — carpenters, brick

and stone masons, painters, plumbers, electricians, and so on. This was done to gain the friendship of contractors and carpenters.

When the House Doctor promotion started, only one regular "house doctor" was connected with the store, a carpenter eager for the extra business to be had from repairs. Now, eight representatives of the building trades are kept busy. Each morning they gather at the store for the jobs waiting. During the day, they keep calling back, eager to help more customers needing skilled work and materials for repairs and remodeling.

To aid building mechanics to promote their own services, Griffen

supplies them with attractive House Doctor signs, to be displayed while the job is in progress:

"Quiet! House Doctor at Work— He Builds, He Repairs, He Remodels — Century Builders Supply."

Another sign, with the House Doctor's name on it, goes into the car of the builder, displayed against the window:

"THE HOUSE DOCTOR — He Builds, He Repairs, He Remodels."

The eight House Doctors who work out of the store help with estimates. They often help with the selling, too, by calling on prospects. And they buy their materials from Century Builders Supply.

Preparing for a quick emergency call is the above "house doctor," one of eight on the staff of the Century Builders Supply of Fort Smith, Ark. Note that his well-kept station wagon likewise proclaims his status. At right, another Century staff member points to the sign which he faithfully displays in front of every home where he undertakes a job.



Before furnishing them with the publicity material for the House Doctor campaign, Griffen had a clear understanding with the participating building men: "I'll give you free advertising, you buy your materials here."

While Do-It-Yourself jobs are not discouraged at Century Building Supply, the craftsman is given a boost that is rare in these days of amateur home improvement. Many of the store's one-minute radio announcements urge listeners to employ skilled workers. Results favoring building trade members show up every day. Customers call in and ask that someone be sent out to take care of such small jobs as repairing screens, broken windows, and garage doors. One of the House Doctors answers calls like this. A trained salesman as well as a carpenter, he values the small job because it gives him contact with a home-owner interested in maintaining his property in good condition.

A number of building mechanics work eagerly with this dealer who stimulates repairs and remodeling. Some of them, not classified as House Doctors, are glad to have their names on Griffen's list of the best building mechanics in the area. Wallpaper hangers, plumbers, cabinet makers, and electricians all value the extra work that comes to them from this hard-hitting program that inspires home-owners to improve and maintain their property.

Besides the eight House Doctors, Griffen has outside salesmen who spend time promoting remodeling



Harry Griffen hurriedly takes a phone order while two efficient assistants wait on customers at the store's counter-desk. Growing business volume verifies the fact that company promotion is "ringing the bell."

and repairs. House roofs are checked regularly. When a roof in need of repairs is spotted, the salesman talks to the owner. Asbestos siding and shingles, wall paneling materials, paints, doors, and insulating materials are also sold from door-to-door.

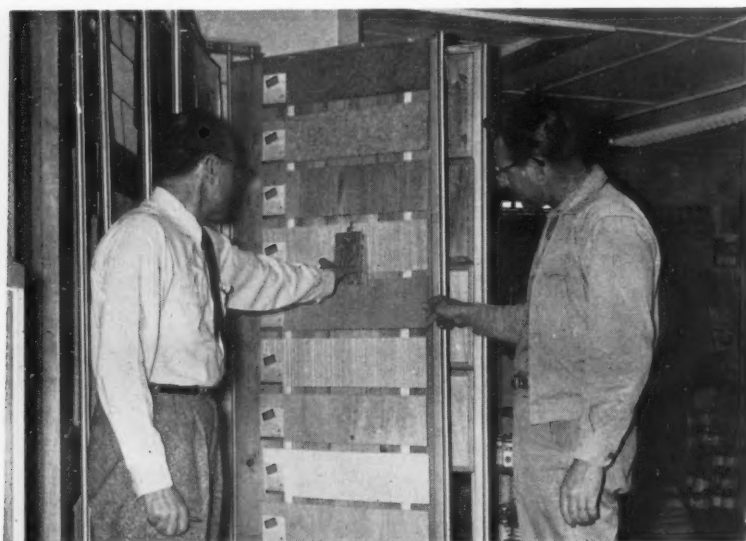
"I like the quick money turnover from repairs and remodeling," Griffen said. "If we were dependent on house contractors for current sales, our volume would be off 75 per cent. So far this year, we show a 50 per cent increase. This is the direct result of our all-out campaign to get repair and remodeling volume."

Griffen has made the sales floor attractive to the people who drive in from a wide territory for materials. Knowing that his radio spot announcements reach rural areas, he has made special provisions for farm people. A broad parking space in front of the store provides plenty of room for cars and trucks.

Near the front entrance he set up a long counter-desk where he and his helpers can wait on several customers at once. His own private office is just behind the counter-desk. He takes customers requiring special estimates and planning. But usually he is at the counter, available for the customer who needs help with repairs.

Displays in the store are arranged for easy selection of materials. One of Griffen's most prized displays is the bank of swinging panels, showing samples of asbestos siding and shingles, wall paneling, roofing, flooring, and other modern materials. Made to his own specifications, the panels are especially interesting to people about to repair or remodel.

Paint displays are also arranged (See ACCENT ON REPAIRS page 85)



Swinging panels of building material samples, in more than one instance, have helped to sell a customer on an item. Griffen, left, reaches for a plywood sample which best seems to fit the customer's specification.



They Push Plywood for Profits

By **GEORGE E. TOLES**

»» **Specialization** is paying off for the Plywood Center in Richmond, Virginia, which opened with the idea of featuring plywood for all purposes and for all types of consumers.

C. Fred Wortham and Enders Dickinson, the company's partners, launched their enterprise five years ago with virtually no experience in the building materials field.

But they had a firm conviction that rapid expansion of the plywood market warranted full attention to a business devoted to all kinds of plywood. In other words, *specialization*.

This Richmond, Va., plywood distributor, contrary to custom, stocks most specialty items in five standard-size sheets. Shown above is a display corner of the shop, one wall paneled in mahogany Plankweld. At right, the firm's shop foreman rips plywood on a 10" Delta saw. Note the rack for trim and small dimension lumber.

Wortham pointed out that the business has evolved generally into three classes of trade:

1. The building industry. The Plywood Center serves the heavy contractor with his large require-

ments for concrete form plywood and other standard grades of fir plywood, as well as the small home builder and carpenter-contractor requiring small orders of plywood. (See **PLYWOOD PROFITS** page 86)





Local contractor gets briefing on fiber-glass benefits by Manager R. A. Jolly.

How Fiber-Glass Versatility Creates Sales

» **A transparent roof** for a patio, decorative insets in the lobby wall of a medical clinic, skylight panels in the roof of a modern body shop. These are some of the uses for the fiber-glass panels sold by the Barton Lumber Company, Jonesboro, Arkansas.

"We promote the newer building materials here," said R. A. Jolly, manager. "Fiber-glass paneling is still so new that it needs promotion and salesmanship. We like to point out its attractive possibilities on jobs we helped the contractor sell. People read about fiber-glass in magazines, but until they actually see it in use, it is difficult for them to visualize its utility and beauty. Every fiber-glass project in our area attracts attention, and there seems to be a growing demand for it."

At first, he said, contractors were reluctant to use it, and some of the

earlier jobs here were of the Do-It-Yourself variety. But after a few of the newest homes and commercial buildings proved that fiber-glass paneling is practical for use in many ways, contractors showed more interest in suggesting its use.

Many of Jolly's sales are still for Do-It-Yourself jobs such as fiber-glass windows in workshops, poultry houses, dairy barns; roofs for carports, and covers for greenhouses and hot beds.

With little space on his sales floor to display bulky panels, Jolly sells most of his fiber-glass with a small counter display placed where everyone who comes in can see it. Contractors are especially interested. They see the display and start asking questions. Sometimes they want to go to the warehouse and see the actual panels.

A heavy fiber-glass inventory is not necessary, Jolly said. His stock

on hand covers the color range, with enough of each color for an average job. When a big order comes in, there is always time enough for delivery from the nearest jobber's warehouse.

Jolly tries to sell a package job. Although he does not stock the steel pipe and ornamental iron often used with fiber-glass, he picks it up for the customer and delivers it to the job. Both of these products are manufactured locally.

One of the company's favorite spots for promoting fiber-glass, along with other building materials, is the Tuesday building page of the daily newspaper.

The company also promotes fiber-glass on its six 15-minute news broadcasts every week. These news programs are listened to by intelligent farmers throughout the territory. And farmers, Jolly says, are among his best prospects.



Shaded by fiber-glass, this patio provides shelter without darkening house interior.

Stuffers on fiber-glass are used with statements and with packaged purchases. Salesmen who call on contractors and builders frequently suggest it for structures in all price brackets.

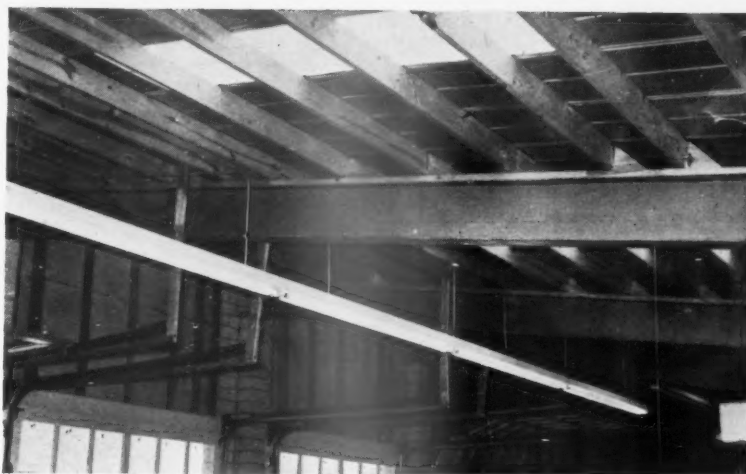
"We tell people that fiber-glass is a versatile material for remodeling. Many young couples start housekeeping in a small house and soon need more space. Others are prospects for a garage or carport. They want a modern material, especially one adapted to Do-It-Yourself jobs—so we suggest fiber-glass.

"At present, selling fiber-glass in volume calls for some educational work. The dealer must suggest ideas for its use.

"But when a fiber-glass job is finished, its unique appearance attracts attention."

A typical recent job was a patio roof for a new ranch-type home. Because the customer wanted a (See FIBER-GLASS SALES page 85)

In his radio and newspaper advertising, Jolly hammers away at the versatility inherent in fiber-glass. At top right, translucent fiber-glass panels replace old-fashioned skylights in this auto body shop. Right, a greenhouse with fiber-glass walls achieves necessary filtered light.



They Gear for Buying Trends:

Self-Service Plan Pays Off

By L. H. HOUCK



»» **Supermarkets** and shopping centers have changed retail buying habits. Future business, therefore, may best be staked out by those properly preparing for it.

In line with the newest trends, Harrison Lumber Company, St. Louis, has provided its own supermarket, a new conception of a builder's department store and shopping center.

The fourth unit of the company was opened last December on its

Manager Clifford Harrison Jr. shows a plywood sample to an interested customer. Note the wall display of identically-sized plywood sections, each of which is attached with a wood screw for simple removal and change. The display is purposely situated by the home planning department. The parking area below, though now under construction, will flank large lumber sheds and other buildings devoted to the drive-in trade.





15th anniversary. John W. Harrison, president, defines it as setting the pattern for future company expansion into new residential and industrial areas.

Designed by Diedrich F. Rixman, well known architect, and built by J. Smythe and Co., the new Harrison unit has a convex front, walled entirely in glass, with a marquee across part of the front. The contemporary building is located on a six acre site in northwest St. Louis, where numerous home developments are either started or are under contemplation. Near expanding industrial sites, the general area offers opportunity for builders, home-owners, and industrial firms.

Formal opening was tied-in with a gala celebration over the widening of Page Blvd., on which the company is located.

The new store is designed to handle heavy customer traffic at an efficient rate, with the merchandising plan set up to attract it. Its location awards customers roomy parking areas.

The rise in station-wagon owner-
(See SELF-SERVICE PLAN page 86)

At top, Harrison seats his customer in the store's unique "browsing nook" where the latter may casually turn through the latest home magazines for ideas relating to his pending project. This reading area, Harrison reports, has proved a valuable source for spontaneous customer purchases. At right, the two-story section overhang has been put to ingenious use by giving prominence to samples of the various woods carried in stock and which may be immediately prepared to specification and picked-up at the warehouse flanking the parking area.





His Builders' Clinics Attract and Keep Contractor Patronage

» One sure way for a dealer to attract and hold the patronage of builders and contractors is to invite them to an annual dinner meeting and fill them with good

ideas and good food to boot.

That's what Frank H. Ford Jr., vice-president and manager of the Builders Supply Company, Inc., has done for four years now —

and he's more sold on the plan than ever.

For his 1957 spring edition, he moved the meeting site from a hotel downtown right into the new display room of his warehouse building in Hattiesburg, Mississippi. There, a total of 86 persons were exposed to displayed merchandise and to ample stocks of plywood, roofing, wallboard, millwork, hardware, and other building supplies.



The above roomful of contractors and builders, with a hearty dinner under belt, listens intently to an explanation about mortgage money and home improvement loans at the recent Builders' Clinic. At left, Bank President M. D. Brett briefs two contractors on the FHA Title I home loans. Standing from left are B. B. McMahan, Brett, Joe Dragula, and Vice-President Frank H. Ford Jr. of the Builders Supply Co.



A group of interested builders examines a display of the latest roofing materials and hears Flintkote salesman Paul Allemandi explain their variety of uses. Standing from left are dealer Ford, Allemandi, Charles Jones, contractor; T. J. McDonald, Flintkote Southern district manager; and C. D. Rouse, contractor.

After a substantial steak dinner, the program took the pattern of similar meetings in the past. Present were 27 contractors, six builders, one architect, and 20 real estate men.

Flintkote representatives showed films and samples of a new type asphalt shingle and a demonstration chimney.

National Gypsum Company showed a film promoting *Operation Home Improvement*.

State officials of the Federal Housing Administration and Veterans Administration brought latest facts on loan conditions and (See BUILDERS' CLINICS page 85)



After a Clinic, guests meet informally with factory representatives to pursue specific points. Above, Builders Supply Co. Salesman G. H. Harden Jr. (second from left) points out the desirable features of a novel folding door to Realtors J. W. Hamrick and Bryce McMahan.



Twenty-seven contractors, six builders, one architect, and 20 real estate men attended Ford's Builders' Clinic recently, examining special merchandise on display, as well as stocks of plywood, roofing, wallboard, millwork, and other items. At left, Ford and Mrs. Edna Mae Scarborough, company secretary-treasurer, check and tabulate attendance signature cards to determine the clinic's success.



Lightning Protection — *A Must for Lumber Dealers*

»» A lumber dealer's business is likely the most "incendiary" in town. Lumber yards, because of their inflammable nature, are prime fire targets.

Thus, most dealers are unusually conscious of fire safety-rules and practices, knowing that even full insurance cannot compensate for "extra" losses — time and effort required to settle the loss and start anew. "No Smoking" signs ordinarily are prominent and numerous, fire extinguishers are usually kept handy, and cleanup campaigns are held.

But the most important fire safety-practice of all has been pointed out clearly by recent figures on causes of fires in lumber yards. It is the maintenance of adequate protection against lightning.

This natural phenomenon, responsible for more than \$100,000,000 property damage in the U. S. annually, is the *biggest single cause* of retail lumber yard fires, according to the Lightning Protection Institute of Minneapolis.

Lightning, causing 18.2 per cent of such fires, leads the second worst cause — defective wiring — by a bigger margin than exists between

any other two parallel causes.

Defective wiring amounts to 13.1 per cent; defective heating equipment is third, with 12.9 per cent; and carelessness with cigarettes and matches ranks sixth at 11.2 per cent, according to the National Fire Protection Association.

What are the reasons behind this heavy lightning loss figure? And

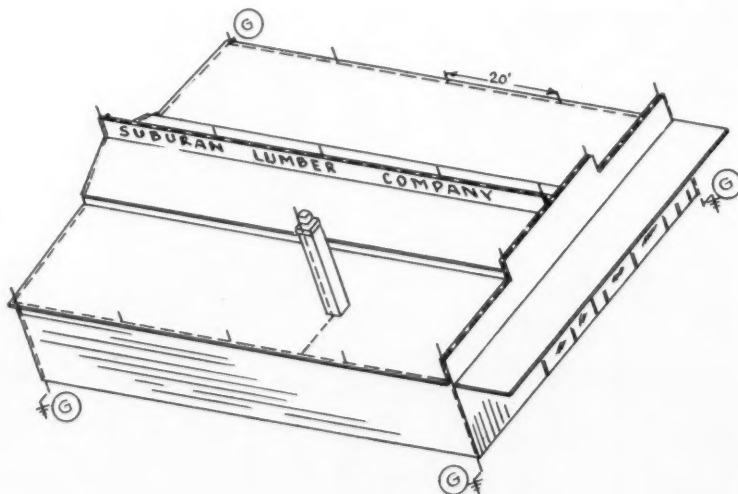
what can be done about it? Answers to these questions become clearer with a brief resume of some lightning facts.

Some 360,000 strokes of lightning hit the earth every hour. Each bolt contains tens of hundreds of millions of volts and from 1,000 to 200,000 amperes of current. The searing power of one bolt can smash a major building to bits, start a major fire, or, because of its freak nature, can merely tear off a shingle or two.

Lightning results from two opposite charges of electricity leaping across space to join each other. When storm clouds gather, they amass tremendous charges of electricity, thought to be negative. At the same time, an equal number of positive charges build up at a high point on the ground.

When the pressure of attraction between opposite charges becomes great enough, they jump the barrier of non-conducting air and collide with a terrific explosion. The core of the lightning bolt is about $\frac{3}{4}$ -inch thick and is surrounded by a 4-inch channel of terrifically-
(See LIGHTNING AIDS page 84)

Chief offender in lumber yard fires, such as that shown above, is lightning. Sketch below shows how a typical lumber yard can be given complete protection against lightning damage and losses. Needle-sharp "points" or rods are short and inconspicuous. Conducting cables, indicated by dotted lines, are installed into the framing of the structure.



FIR PLYWOOD PROFIT POINTERS

TIPS ON SELLING

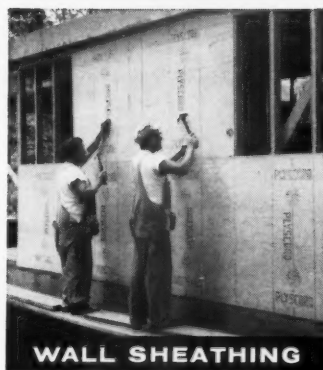
GENUINE
DOUGLAS FIR PLYWOOD
PLYSCORD
INTERIOR TYPE GRADE C-D
SHEATHING



SUBFLOORING



ROOF DECKING



WALL SHEATHING



INDUSTRIAL USES

There's big volume opportunity in *PlyScord*—the unsanded construction grade of DFPA Quality-Tested fir plywood. *PlyScord* adds strength and rigidity as roof decking, subflooring and wall sheathing—cuts application time and costs. You'll find sales opportunities in the industrial field, too; *PlyScord* is an ideal economy material for bins, containers, temporary partitions. *But—be sure it's PlyScord! Look for the DFPA grade-trademark!*

SALES HELPS FOR YOU!

Booklets, envelope stuffers, self-mailers. Estimating charts for your builder customers that show *PlyScord* savings . . . *PlyScord* slide-rule calculators giving recommended construction data. Write for details (USA only): DFPA, Tacoma 2, Washington.

NEW! PLYSCORD with EXTERIOR GLUE

PlyScord with Exterior Glue broadens your sales possibilities; in construction, in industry, and on the farm. Also available, Exterior Sheathing (all C veneer). For information, see your plywood jobber or write (USA only) Douglas Fir Plywood Association, Tacoma 2, Washington.



INSIST ON DFPA GRADE-TRADEMARKS

You protect your reputation (and repeat sales) when you sell fir plywood carrying the DFPA trademark—your assurance of quality-tested panels.





Picked up and secured in three minutes by one man, the load of lumber is ready for hauling in this Straddle Trailer. Delivery is just as easy. The driver-operator lowers the load on the specific spot where it is needed, thereby eliminating all manual unloading and unnecessary equipment delays. Finished products or material requiring protection from weather or road hazards can be handled by modifying the trailer with an enclosed van with trapdoor bottom.

Mechanize to Economize

» **How many** of you dealers would be interested in a way to substantially increase — possibly double — your profits? The answer is in one word, *Mechanize!*

In these days of low profits, many dealers report they are operating in the black, rather than in the red, only because of the savings they are effecting through their material-handling methods. Others say their net profit is doubled because of material-handling savings, and these aren't just scattered reports from a few large dealers who have more money than they know what to do with.

Mechanical handling is here to stay. Most of you are going to *have* to mechanize sooner or later. The sooner you begin, the sooner your profits go up. If we took a survey among you who are not mechanized and asked, "Why not?" I'm sure that most of the replies could be lumped in two general categories: (1) I can't afford to, (2) my yard or sheds aren't suited to it.

You can't afford not to mechan-

By **ROBERT B. BROWN***

ize! Your competitors who are mechanized are forcing you to. The service you must give your customers is forcing you to. Your labor is forcing you to. Your profits are forcing you to.

Handling costs are no respecters of size. The small operator with unreasonable costs can go broke just as quickly as the big operators. The handling systems of the large yards are spectacular and it is easy to lose sight of the small handling systems. I think we have done that in this industry. Yet, there is a piece of handling equipment to do almost any job, and, to fit your pocketbook.

There's no denying the fact that the fork truck is the best tool for us. But there also is no denying the fact that many small dealers can't afford to use them, or that their yards and buildings are not suited to them. If you can't use a fork truck, use other equipment. There's plenty of low-cost equipment available which makes it possible to unload cars and trucks in half the time required by hand methods, and which can be operated on floors that won't hold a fork truck.

Dealers who now have fork trucks for warehouse work don't

want to overlook the possibility of using some smaller equipment to supplement the fork truck and make it more efficient.

The major objectives of Mechanical Handling are:

1. **REDUCTION OF HANDLING COSTS.** This is accomplished by virtually eliminating handling material by hand. Most material can be unitized for mechanical handling by the manufacturer, which makes it possible to unload rail cars and trucks, and to place the material into storage mechanically. In order assembly, the less-than-unit orders must be handled by hand, but time is saved in transporting the material to the loading point.

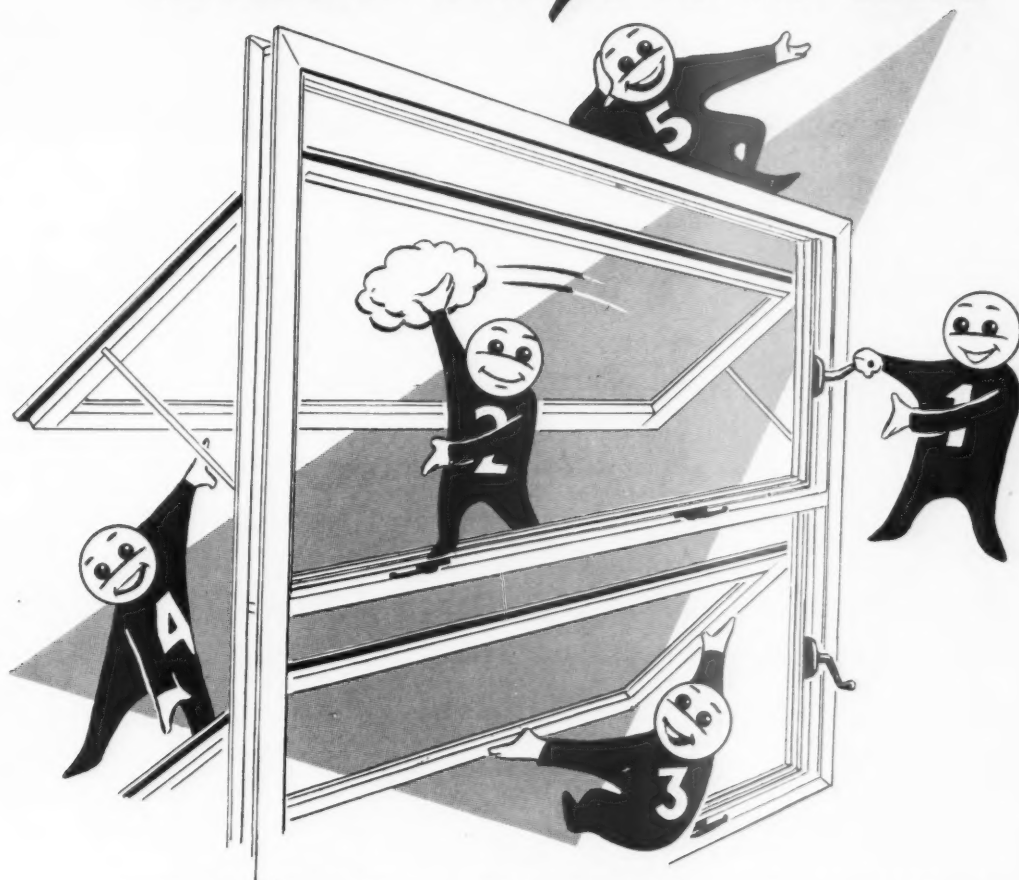
2. **INCREASE OF CAPACITY.** Storage capacity of most yards is increased by mechanical equipment because you can stack higher at lower cost. The work output capacity of labor is increased since a man using mechanical equipment will be able to accomplish many times the work he can do by hand and his efficiency will stay high for more hours each day.

3. **IMPROVEMENT OF WORKING CONDITIONS.** General safety is greatly improved since material stocked by hand will more often be haphazardly stacked and more likely to fall. Possibility of hand and back injuries is lessened. This, plus the fact that mechanical han-

* Mr. Brown is material handling director for the National Retail Lumber Dealers Association. The article is an excerpt of his address presented at the 1957 meeting of the Carolina Lumber and Building Supply Association.

VENT-A-WALL....

Window Design at its Best



- 1. EASY TO OPERATE 2. EASY TO CLEAN 3. REMOVABLE
4. VERSATILE 5. EASY TO SELL**

VENT-A-WALL window units sell fast because (1) they're beautifully designed; (2) the sash is removable, a feature that reduces breakage, makes complete painting easy and saves time and money during construction; (3) they are ideally suited to multi-combination grouping limited only by your imagination — to name only a few reasons. Also VENT-A-WALLS open a full 90° for complete ventilation and cleaning ease.

In addition to VENT-A-WALLS, products of MW Distributors include LIF-T-LOX and R•O•W Gliding Windows and a wide variety of building materials and supplies. Ask for dealer information.



MW

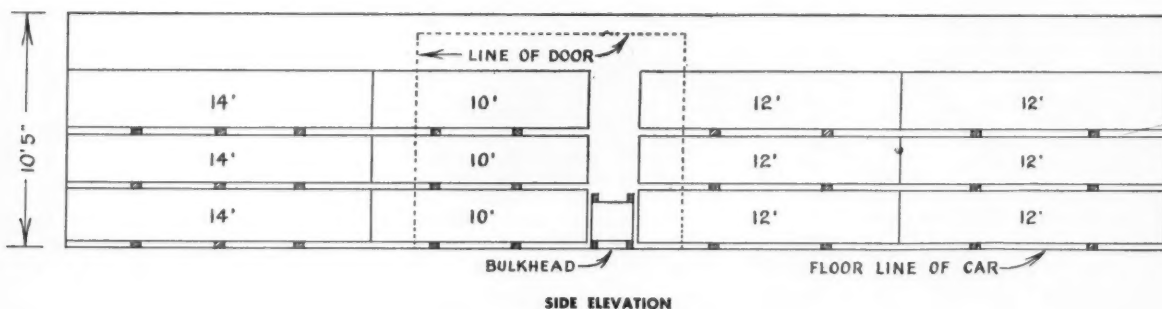
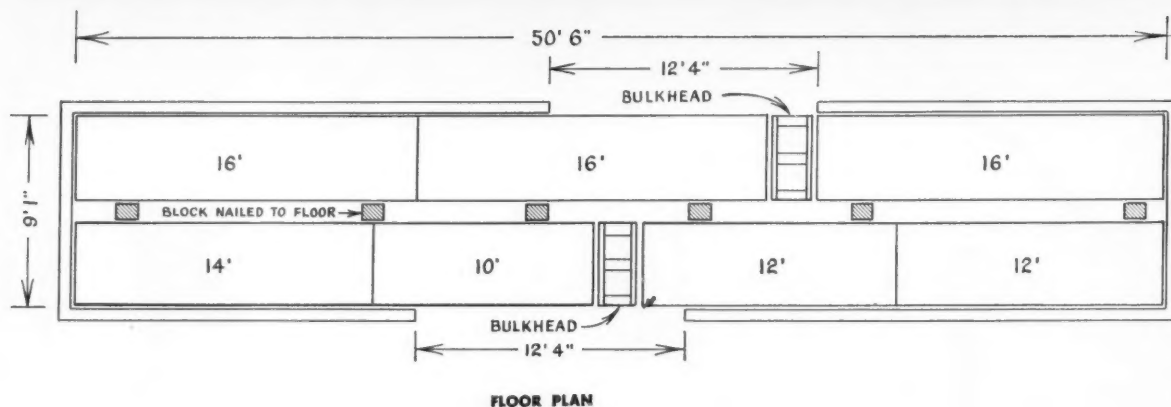
MANUFACTURED BY

Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Formerly Known as R•O•W Distributors



Retail lumber and building material dealers who have mechanical handling systems are often faced with the necessity of unloading all or part of a carload of lumber by hand, because a car does not have a wide door opening. The plug door car, shown above, has what it

takes when both doors are open. It is the type which the NRLDA, at its recent meeting in Washington, officially requested all railroads to obtain in sufficient quantities at the earliest possible date to meet the ever-expanding needs of the nation's lumber industry.

dling decreases the "back-breaking" work and makes the men feel they are accomplishing more, has a good effect on general morale. You seldom see a hand truck with smashed fingers, a conveyor with a sprained back, or a lift truck with a hernia!

4. **FASTER DISTRIBUTION OF MATERIALS.** By handling material in units, you can speed up receiving and stocking of materials, order assembly, and delivery. Since loading time is less, de-

liveries are speeded up and trucks can make more round trips per day.

Here's a point that most dealers overlook, even those who are highly mechanized: "Materials Handling is related to and deserves mutual consideration with all major functions of the retail lumber yards."

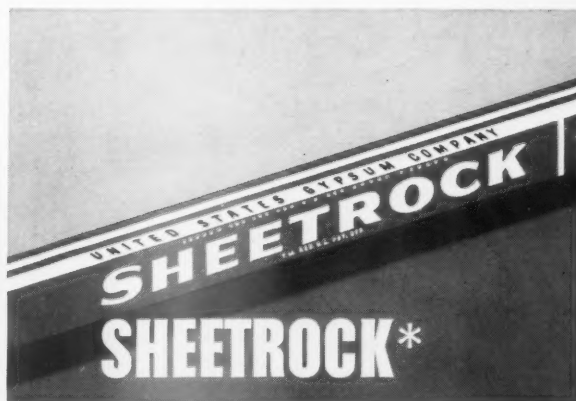
The relationship to other functions is in the exchange of factual information and ideas that fit the mechanical-handling activity into

the company's over-all objectives — economy, quality, safety, and customer service. Each department should know, in detail as much as possible about the operation of the other departments. An educational program for all personnel within the organization to achieve this will pay dividends in efficiency as well as in morale.

Briefly, the major functions of a yard and their relationship to Materials Handling are as follows: (See **MECHANIZE TO BENEFIT** pg. 83)



that brand you
as a quality dealer



Your customers know you by the brands you carry. These four respected brand names, along with others bearing U.S.G. registered trade-marks, are recognized as standards of quality throughout the building industry.

Your customers know these products have been carefully researched and proved on the job. They are engineered to exact-

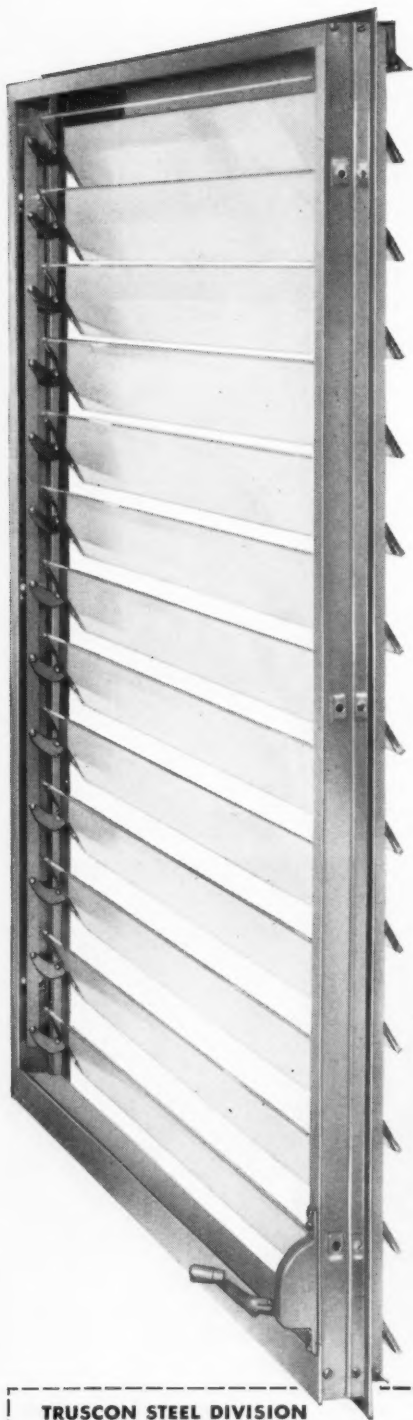
ing requirements and backed by the integrity of "the greatest name in building."

Only United States Gypsum manufactures and advertises these famous brands that brand you as a quality dealer: ROCKLATH plaster base, SHEETROCK gypsum wallboard, PERF-A-TAPE joint system, DURON hardboard—plus many other USG branded products.

*T.M. Reg. U. S. Pat. Off.



UNITED STATES GYPSUM
the greatest name in building



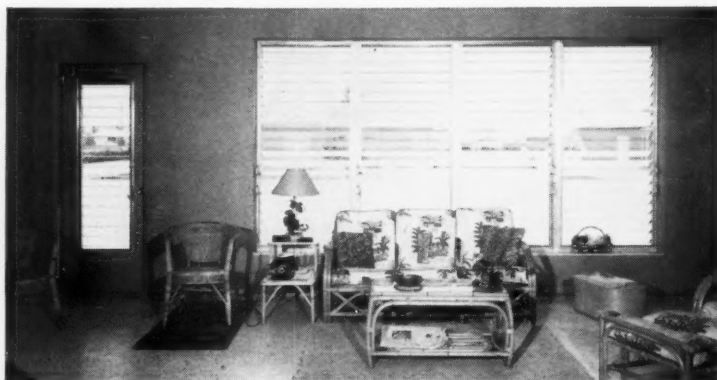
NOW ... JALOUSIES

**built and backed
by TRUSCON**

Truscon®—the big name in metal windows—now is putting its famous brand on a complete line of aluminum jalousie windows and doors. New Truscon Jalousies are highest quality extruded aluminum alloy construction, weather-stripped with stainless steel and vinyl plastic for quick sales in all climates. Truscon also is offering a new aluminum awning window.

These new products give dealers everywhere the opportunity to tie up with the proven leader in the metal window field. To participate in the Truscon Dealer Co-operative Advertising Program. To take advantage of Truscon's nation-wide warehouse service. To share in the benefits of Truscon's national window advertising in leading consumer magazines. To add the sales power of the Truscon and Republic Steel names.

Investigate this opportunity. Send coupon today.



**TRUSCON STEEL DIVISION
REPUBLIC STEEL**

Dept. C-2434R.

1050 Albert St., Youngstown 1, Ohio

Please send information on Truscon

☐ Jalousies ☐ Awning Windows ☐ Both

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



**TRUSCON STEEL DIVISION
REPUBLIC STEEL**

Youngstown 1, Ohio



A NAME YOU CAN BUILD ON

One source for **all** your needs

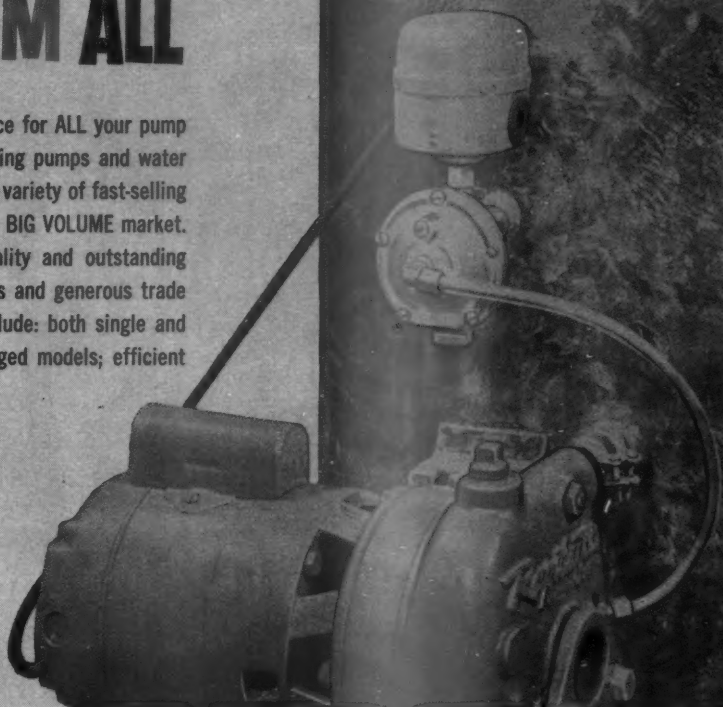
Rapidayton MAKES THEM ALL

Rapidayton is the most profitable source for ALL your pump needs: jet, submersible, and reciprocating pumps and water systems, for wells 0 to 500 feet, in a wide variety of fast-selling models designed to capture the heart of the BIG VOLUME market.

With Rapidayton you get deluxe quality and outstanding performance at competitive retail prices and generous trade discounts. "Built-in" profit advantages include: both single and multi-stage pumps in convertible and packaged models; efficient Quad-Volute self-priming design; exclusive Quick-Connect flange (saves up to \$10 on each installation); interchangeable parts and only a handful to stock; world's only submersible pump with a "double life."

Rapidayton is the shortest, quickest way to a really profitable pump business.

See your wholesaler today or write us for complete information.



1

JET PUMPS
0-200 FEET



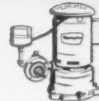
Only Rapidayton has stainless steel tanks. Big appeal!



Packaged 1 and 2 stage systems; many convertible.



Big vertical tanks which meet FHA requirements.



Vertical Champion, perfect for "over-the-well" positions.



Super Champ, multi-stage, brass-built, gets the big jobs.

2

SUBMERSIBLE
0-500 FEET



The only submersibles with a "double life." 4" & 6" wells.



Submersibles available in high head and high capacity.

3

RECIPROCATING
0-200 FEET



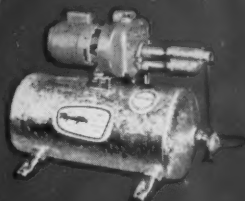
Packaged shallow well models, with 13 & 30 gallon tanks.



Deep well working head has 6" stroke, goes down to 200 ft.

The Twin* Champion

A fabulous Rapidayton profitmaker! Designed to cover 74% of the entire jet pump market. The Twin is a power-packed two-stage packaged convertible with horizontal or vertical tank. Pumps full capacity at 40 lbs. pressure. Goes down to 150 ft., delivers up to 1250 g.p.h. Considered the No. 1 all-purpose system in America today. See your wholesaler or write today for complete Rapidayton catalog. *TRADEMARK



Rapidayton

division

The Tait Manufacturing Company, Dayton 1, Ohio
Established 1908 as The Dayton Pump and Manufacturing Co.

Chicago, Illinois. Carpenter Elementary School.
John C. Christensen, Chicago, architect. Joseph
J. Duffy Company, Chicago, general contractor.
Masons find that mortar flows readily around
KEY-WALL to give better bonding.



KEY-WALL

galvanized masonry reinforcement

DEALERS:

It's so easy to sell Key-Wall because your customers really like it. Here are typical examples. You can sell more masonry reinforcement with less effort when you sell Key-Wall. Your inventory and storage problems are simple. If you haven't looked into the advantages of this product, it will pay you to do it now.





Waco, Texas. Lake Air Jr. High School. Spicer-Bush & Witt, Waco, architects. Jones & Williams, Waco, general contractor. W. W. Shaw, Waco, masonry contractor. KEY-WALL was specified for all masonry reinforcement on this job.



is adding strength to buildings everywhere

Revolutionary new type of masonry reinforcement gains wide acceptance from architects, builders and owners.

Few building products have achieved such wide acceptance in so short a time. Just look at the jobs where it is being used today. We think this wide preference is because KEY-WALL gives far greater value at lower cost.

What's more, men on the job really like KEY-WALL. They use it the way it's specified because it's easy to use. You get what you need, and pay for, even without close supervision.

Best of all, KEY-WALL research has developed important new facts about this masonry reinforcement that reduces shrinkage cracks and increases lateral strength. It reveals a new quality in reinforcement that can be important to you.

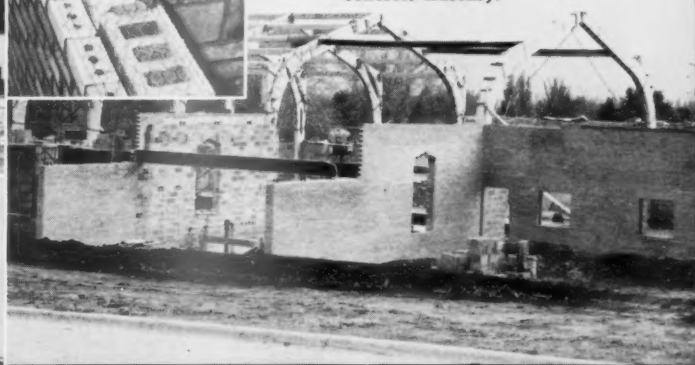
Baton Rouge, Louisiana. Broadmoor Village Shopping Center. Richard C. Coney, Jackson, Miss., architect. Howie Construction Company, Jackson, general contractor. A. L. Falls, Jackson, masonry contractor. KEY-WALL is being used in every other course in the outside walls and in every course of the partitions.



Peoria, Illinois. First Baptist Church. Harold E. Wagoner, Philadelphia, architect. Jamieson & Harrison, Peoria, associate architects. C. Iber & Sons, Peoria, general contractor. One of a number of churches designed by Mr. Wagoner on which he has specified KEY-WALL.



Bellevue, Nebraska. St. Mary's Catholic Church. Willis Regier, Omaha, architect. Korshoj Construction Company, Inc., Blair, general contractor. Masonry superintendent, Leonard Rieple, likes the way KEY-WALL is easily lapped to tie brick facing to the concrete masonry.



For complete facts write:

Keystone Steel & Wire Company
Peoria 7, Illinois

SBS-77

Name _____

Firm _____

Street _____

City _____

Zone _____ State _____

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois.

SILENT SALESMEN



RAILING DISPLAY

A colorful, full-size demonstration display helps Do-It-Yourself customers visualize the actual appearance of Versa railing when it is installed, both on level surfaces and on slopes. The unit quickly demonstrates the easy installation, rigidity, and professional-looking construction of the pre-packaged adjustable railing.

The unit occupies only 12" x 44" of floor space. For use with it is a full-color display card containing a pocket for Versa literature, with instructions for planning, ordering, and installing.

Contact: Versa Products, Dept. SBS, Lodi, Ohio.

PLANS FOR RANCH HOMES

House plans, exteriors, interiors, and homebuilding ideas abound in the seventh issue of "Illustrated Ranch Homes." The 50-page booklet is concerned with ranch, split level, expansion and 2-story homes. It costs 50c.

Contact: Illustrated Publications, Inc., Dept. SBS, 117 West 48th Street, New York, N. Y.

MOVIES ON STEEL

To facilitate selection of its 18 free educational and entertaining movies about the steel industry, United States Steel offers an up-to-date catalog which now includes notation on items available for tele-casting.

Each film is concisely reviewed. Information is supplied about its booking, handling, and projection details. Film booking orders accompany the catalog.

Contact: United States Steel Corp., Dept. SBS, 525 William Penn Place, Pittsburgh 30, Pa.

FAMILY HOME PLANS

"Homes for Better Family Living, Influenced by the American Housewife" is a 48-page booklet containing plans of 45 houses. The plans embody the most wanted features described by the 103 housewives who conferred with Albert M. Cole, head of the HHFA, in Washington last year.

The plans are by Samuel Paul, Jamaica, N. Y., architect, who tried to meet as many of the women's ideas as possible in the booklet.

All types of homes are included. There are 20 split-levels, 10 ranch-style designs, 10 story-and-a-half houses, and five two-story designs. Twenty-six of the houses contain three bedrooms; 15 have four bedrooms, and the rest have five.

Contact: Homes for Living, Inc., Dept. SBS, 89-51 164th Street, Jamaica 32, N. Y.

ACRYLIC PAINT FILM

"The Story of Acrylic Paint," a 16 mm movie in full color, has been released by the Rohm & Haas Company. The film is designed to provide practical background information for architects, builders, maintenance supervisors, and paint contractors, as well as paint and hardware dealers and buyers.

To supplement the film, Rohm & Haas also offers a program for trade and professional group meetings. It includes the film, a program guide and film outline, and copies of an eight page folder entitled "What You Should Know About Acrylic Latex Paints."

Contact: Rohm & Haas Co., Dept. SBS, Washington Square, Philadelphia 5, Pa.

PLASTIC CONCRETE

A piece of hardened Latex Concrete, applied 1/16" thick over asbestos cementboard, is mounted on a colorful 15" x 22" display card to demonstrate that it can be applied extraordinarily thin over rough or smooth masonry surfaces. The display also shows how Camp's Latex Concrete eliminates the chipping, roughening, priming, and curing operations in repairing concrete and masonry.

A picture of a woman repairing a lawn walk illustrates how a once tedious and dangerous job can now be done safely and quickly by anyone.

Contact: The Camp Co., Inc., Dept. SBS, 6958 S. State Street, Chicago 21, Ill.



TILE DISPLAY BOARD

Three new Matico boards display samples of Margaret Lowe Confetti-Aristoflex, Wearever all-vinyl, and Sofastep rubber tile.

Mounted on a removable wire easel, they can stand on a counter, shelf, or in a window. When the easel is removed the board can be mounted on the wall or carried in a briefcase.

The boards are composed of 2 1/2" sq. tile samples that show a complete color line at a glance.

Contact: Mastic Tile Corp. of America, Dept. SBS, N. Montgomery, Newburgh, N. Y.

PLASTIC FILM KIT

Prepared to familiarize building supply dealers with Cheslene polyethylene construction film, a promotional selling kit contains photos, booklets, brochures, folders, and sample film sheets.

Included in the kit is a merchandise display with conveniently sized rolls for in-store selling and demonstrating. The display dramatically highlights the film's many uses around the home: to protect shrubs from frost, for temporary greenhouses, and to cover outdoor furniture.

Contact: St. Regis Paper Co., Chester Packaging Products Division, Dept. SBS, Yonkers, N. Y.

HOME MODERNIZING MOVIES

Six more movie playlets have been produced by Masonite for dealers to use in presenting themselves to local theater audiences as home modernizing headquarters. Now 18 such films, all in color, are available on a rental basis.

Black-and-white 16-mm versions are also available free for use on

local television stations.

Contact: Masonite Corp., Dept. SBS, 111 W. Washington St., Chicago 2, Ill., or the local Masonite representative.

SEALING TAPE DISPENSER

Self-dispensing cartons which carry poster-type art are aiding dealers in selling Gummed Kraft household sealing tape.

Available in blue, green, red, white, and natural, the tape is designed for mothproof sealing of storage boxes, decorative mail carton sealing, bookbinding, and economy-type picture framing.

An eye-catching counter merchandising display carton is given free with 24 dispenser boxes or bulk rolls. Natural color tape is available in 2" and 3" widths, 50' and 45' long, respectively, and in 600' industrial rolls, 2" and 3" wide. Colored rolls come in 2" width, 50' rolls.

Contact: W. L. Stockwell & Co., Dept. SBS, 663 North Wells Street, Chicago 10, Ill.

TOOL RACKS

Sturdy metal perforated racks display Targethead striking tools in a



heads-up position that draws attention to their design features.

Ten different racks and tool assortments are available, as are wall adapters for dealers without perforated board facilities.

Contact: The Damascus Steel Products Corp., Dept. SBS, Rockford, Ill.

PREFAB HOME FILM

"Those Fabulous Prefabs" is a 13½-minute movie which tells about the modern prefabricated home, from its assembly at the factory to its completion for family living. Price

range of models shown goes from modest-priced to the \$100,000 bracket.

The film is available on free loan to schools, clubs, professional groups, and other organizations.

Contact: Prefabricated Home Manufacturers Institute, Dept. SBS, 908 20th Street, N. W., Washington 6, D. C.

FILM ON ALUMINUM

Aluminum receives spectacular presentation as the "chameleon of metals" in an 18-minute Alcoa motion picture, narrated by Actor Walter Abel.

The movie illustrates aluminum's versatile color and texture possibilities for designers, architects, and engineers. It comes in 16-mm sound. A 35-mm Eastman color negative is available.

Contact: Aluminum Company of America, Dept. SBS, 1501 Alcoa Building, Pittsburgh 19, Pa.

DRAWER ROLLERS

Eight Tiny Tot nylon drawer bearings are packaged in a polyethylene bag attached to a 4" x 5½" display card with illustrated instructions for easy installation. Customers can obtain substantial savings by purchasing the large 30-roller envelope.

These drawer rollers are installed in minutes. They give finger-tip floating action to heavy stubborn drawers in homes, trailers, shops, and offices.

Contact: Edsco Products, Dept. SBS, 2319 W. Washington Boulevard, Los Angeles 18, Calif.

COLORS BY AUTOMATION

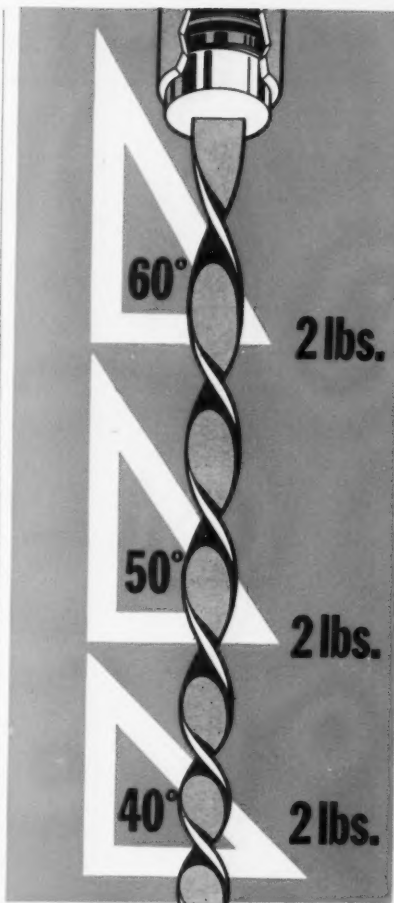
Paint dealers can prepare an unlimited range of colors with Martin-Senour's new Colorobot.

Occupying a space less than 2½' x 4½', the Colorobot meters out eight colorants through a central delivery point. The control permits color measurements ranging from less than one to nearly 10,000 cubic centimeters.

The precision controlled colorants — green, two intensities of yellow, black, purple, two intensities of red, and blue — are added to full quantities of standard quart, gallon, or five gallon cans. Colorobot permits color modifications with as many as three colorants in any given formula.

With Colorobot, a paint buyer can select a color-coded punch card which is inserted into a slot and, within seconds, have the exact selected color mixed in the desired finish.

Contact: Martin-Senour Co., Dept. SBS, 2500 S. Senour Avenue, Chicago, Ill.



VISIBLE \$ VALUE

The change in the degree of pitch in the spiral rod from top to bottom progresses from 40° to 80°. This principle of mechanics controls and equalizes the lifting power of the steel coil at every point in the run of the sash . . . is positive and permanent.

Have your local Lumber and Millwork Dealer supply you with UNIQUE Sash Balances installed in complete window units with or without weather-stripping. Or install them on the job in just a few minutes per window.

... the BACKBONE of double-hung windows

Send for catalog



Unique
BALANCE CO.

41 MAGEE AVE., STAMFORD, CONN.

HELPFUL LITERATURE

PLASTIC INSULATION. A construction detail folder contains 12 scale drawings of comfort applications of Styrofoam, Dow's expanded plastic foam insulating material. Dow Chemical Co., Plastic Sales Department, Dept. SBS, Midland, Mich.

PLASTIC PIPE. Orangeburg catalog No. 401 covers the development, application, installation, and specifications of SP Plastic Pipe made from a new-type polyethylene resin with a high molecular weight and structure. Orangeburg Manufacturing Co., Dept. SBS, Orangeburg, N. Y.

SWIMMING POOL EQUIPMENT. Swimquip, Inc., Dept. SBS, 3301 Gilman Road, El Monte, Calif., offers a 16-page catalog with an eight-page supplement. The catalog includes earth and rapid-sand filters, chlorinators, heaters, lights, diving towers and boards, ladders, skimmers, drains, fittings and safety equipment. The supplement contains information on Swimquip's BF Series Centrimite commercial filters.

MARINE FINISHES. The National Paint, Varnish and Lacquer Assn., Inc., Dept. SBS, 1500 Rhode Island Avenue, N. W., Washington 5, D. C., offers "Boating Fun," a seven-page booklet explaining how to keep a craft in top form with marine paint, varnish and lacquer.

MAILING RESEARCH. The Virginia Polytechnic Institute, Wood Research Laboratory, Dept. SBS, Blacksburg, Va., offers two bulletins by E. George Stern, research professor of wood construction. The bulletins, "Wood, Plywood or Steel Gusset Plates for Nailed Trussed Rafters" and "Holding Power of Large Nails and Spikes in Dry Southern Pine," were sponsored by the Independent Nail & Packing Company of Bridgewater, Mass.

PLUMBING FIXTURES. A 52-page catalog of bathroom, powder room and kitchen plumbing fixtures has been published by the Borg-Warner Corp., Ingersoll-Humphreys Division, Dept. SBS, Mansfield, Ohio. The catalog shows the most popular I-H fixtures of enameled cast iron, porcelain on steel, and vitreous china.

STEEL BUILDINGS. The Stefcro Manufacturing Co., Dept. SBS, P. O. Box 25, Cincinnati 36, Ohio, offers a four-page catalog illustrating four types of Stefcro Standard Panel Type steel buildings: double span, clear span, high center bay with lean-to, and center bay with lean-to.

CONCRETE PRODUCTS. "Effective Ideas for Handling Concrete Products" is well illustrated with descriptive pictures showing efficient techniques for handling block, pipe, and precast products with industrial trucks. The 26-page booklet also shows how special attachments reduce handling costs. The Hyster Co., Dept. SBS, 2902 N. E. Clackamas Street, Portland 8, Ore.

ALUMINUM WINDOWS. The Aluminum Window Manufacturers Assn., Dept. SBS, 75 West Street, New York 6, N. Y., offers an eight-page booklet, "The Proper Handling and Installation of Residential Double-Hung Aluminum Windows," and a 12-page booklet, "The Proper Handling and Installation of Aluminum Windows in Commercial and Monumental Buildings." The association also offers an addenda to its 1957 Sweet's Architectural File aluminum window specifications.

WATER SYSTEMS. A customer selection manual for pumps and water systems is offered by the Tait Manufacturing Co., Rapidayton Division, Dept. SBS, 500 Webster Street, Dayton 1, Ohio. Chapters include points to consider when selecting a system, how much water and pressure is needed, and the basic types of water systems.

PLYWOOD LAMINATE. Weldwood Armormply, a sandwich panel usually with a plywood core and metal facings, is the subject of a folder issued by the United States Plywood Corp., Dept. SBS, Weldwood Building, 55 West 44th Street, New York 36, N. Y.

VENTILATORS AND HEATERS. Trade-Wind Motorfans, Inc., Dept. SBS, 7755 Paramount Boulevard, Rivera, Calif., offers Bulletin 620N — 12 pages showing its complete line of kitchen ventilators and hoods, and bathroom ventilators, lights, and electric wall-insert heaters.

PERIMETER INSULATION. The characteristics and specifications of Perimsul, a perimeter insulation felted from spun mineral wool, are described in a four-page bulletin published by the Baldwin-Hill Co., Dept. SBS, 221 Breunig Avenue, Trenton 2, N. J.

WOOD AWNING WINDOWS. The Ludman Corp., Dept. SBS, Biscayne and N. E. 141st Street, N. Miami, Fla., offers a loose-leaf pictorial assembly manual for wood awning windows. The manual contains 22 pictures and instructions for windows assembled with Ludman aluminum Auto-Lok hardware.

HARDWOOD PANELING. A six-page brochure shows several hardwood wall treatments to indicate the range and variety of hardwood paneling available for every installation. The brochure lists American firms which produce quality hardwood veneers and lumber. Fine Hardwoods Assn., Dept. SBS, 666 North Lake Shore Drive, Chicago 11, Ill.

BETTER LUMBER. "From Forest to Finished Product" is a 12-page illustrated booklet tracing the wood industry from sawmill to finished wood products. Emphasis is placed on the utilization of residues. Forest Products Research Society Dept. SBS, Madison, Wis.

QUALITY WINDOWS. "Today — Quality Sells the Home Buyer" illustrates how properly weatherstripped windows help builders sell homes at a greater profit. The eight-page booklet also describes Zeger's new snap-in, snap-out feature. Zegers, Inc., Dept. SBS, 8090 South Chicago Avenue, Chicago 17, Ill.

PLASTIC PIPE. The revised second edition of "Flexible Polyethylene Plastic Pipe, Commercial Standard CS 197-57" covers quality requirements as well as dimensional requirements for flexible polyethylene plastic pipe in three series of wall thicknesses. 10c a copy. Superintendent of Documents, Government Printing Office, Washington 25, D. C.

PLUMBING FIXTURES. A 96-page catalog shows Gerber's complete line of brass fixtures, vitreous china ware, and steel enamel ware. Gerber Plumbing Fixtures Corp., Dept. SBS, 232 N. Clark Street, Chicago 1, Ill.

FREIGHT RATES. C. C. Crow Publication, Dept. SBS, 623 S. W. Oak Street, Portland 5, Ore., has published Volume II of Crow's Rapid Freight Calculator. It includes lumber and shingle rates from \$1.50 to \$2.00, and complete plywood rates from 1c to \$2.00. Volume II is \$15.00 per copy.

ALUMINUM WINDOWS. Textron, Inc., Benada Division, Dept. SBS, 500 W. Catawissa Street, Nesquehoning, Pa., offers a 24-page catalog of its Primalum aluminum windows. The catalog includes construction details, rough opening and glass size charts, and installation procedure for gliding, picture, and double-hung windows, sliding doors and jalousies.

HOME PLANS. "Town & Country Homes," by home consultant Hiawatha T. Estes, includes up-to-date plans for one, two, three and four bedroom homes, many with family rooms. Some garage apartments are also illustrated. \$1.00 copy. Nationwide Plan Book Co., Dept. SBS, P. O. Box 404, Northridge, Calif.

Impervious to Wear

MONARCH METALANE WEATHERSTRIP

One of the shortcomings of ordinary metal weatherstrip is excessive wear caused by the abrasion of dust and dirt blown between the contacting metal surfaces. The perfection of MetaLane®, with its impervious glass-like surface, not only overcomes this deficiency but also contributes a number of other ideal advantages for weatherstrip.

An aluminum alloy, produced to Monarch's specifications for hardness, formability, strength and resiliency, is the material from which MetaLane is made. Monarch inspects, cleans and etches it to obtain a satiny, silver-like appearance, then processes it through a continuous strip anodizing machine to produce an anodic oxide coating using sulphuric acid as an electrolyte®. The final step is to completely seal the pores of the coating with a permanent lubricant®. Similar to Alumilite finishing, Monarch adds several other exclusive processes that greatly improve durability and efficiency.

MetaLane's hard, lustrous surface shows virtually no wear from constant abrasion® operates

smoothly, without friction or galling, in conjunction with other metal components, has extreme resistance to corrosion and atmospheric attack®, will not stain or discolor, keeps its beautiful appearance indefinitely, and will retain its tight weather-seal efficiency for the life of the windows and doors to which it is attached.

For the most in protection, durability and value, insist on Monarch MetaLane Weatherstrip on the window and door units you buy or sell.

- ① "... sulphuric acid electrolytes of certain concentrations ... offered substantial improvements over prior coatings." "Anodic Coatings On Aluminum" by F. Keller and J. Edwards, Aluminum Research Laboratories. Iron Age, Nov., 1946
- ② "Anodic coatings ... provides greatly increased resistance to abrasion."—*Ibid.*
- ③ "The effectiveness of anodic oxide coatings for protecting aluminum alloys against corrosive attack has been demonstrated by salt spray and atmospheric exposure tests as well as by the excellent record ... made when used for air-craft and other items of equipment ..."—*Ibid.*
- ④ "... a variety of materials may be used to seal coatings ... The wax ... may also function as surface lubricant." "Anodic Coating Of Aluminum" by J. D. Edwards, Aluminum Company of America.

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.



In batts...

Remember, nothing

a cool dip, Suk!

TENSULATE mineral wool insulation will keep your customers "on ice" all summer long

You may still consider insulation the way to ward off winter's chill.

But for the South, there's a new story!

Do you realize that we now spend more to keep *cool* than we do for heat ... that insulation not only reduces the operating cost of air conditioning, but can even reduce the size of the unit required? Even without air conditioning, insulated homes are substantially cooler inside all summer long.

Yes, insulation makes good money sense anytime. And Tensulate mineral wool insulation makes good profit sense for you *now*!

The finest quality available... the fastest delivery. They're yours with Tensulate spun mineral wool, in granulated; full-thick, semi-thick or nominal batts... fully paper enclosed or aluminum foil reflective. Attractively packaged in strong tubes or bags for economical storage and handling.



or granulated form

beats Tennessee's delivery in Dixie!

MAIL COUPON TODAY!

TENNESSEE PRODUCTS & CHEMICAL CORP.
Nashville 3, Tennessee

Please send complete information on

- ☐ Tensulate spun mineral wool ☐ Tensulate Perlite
☐ Have your representative contact us

Name

Title

Company

Address

City State



TENNESSEE
PRODUCTS & CHEMICAL

Corporation

NASHVILLE TENNESSEE

A DIVISION OF THE CHEMICAL, PAINT AND
METALLURGICAL DEPARTMENT OF
HERRITT-CHAPMAN AND SCOTT CORPORATION

PRODUCT BRIEFS

EMBOSSED HARDBOARD. Temswirl, a simulated-grain embossed panel, gives the appearance of sand-swept, weathered plank. It comes in panels $\frac{1}{4}$ " thick in sizes of 4' x 1' to 4' x 16'. Temswirl is adaptable to tone-on-tone finishing for decorative interest in homes, offices, and public buildings. It is a new product of the Armstrong Cork Co., Dept. SBS, 4202 Roosevelt, Lancaster, Pa.

Write P316 on reply card, page 66.

BUILT-IN CLOCKS. The Howard Miller Clock Co., Dept. SBS, Zeeland, Mich., offers a new line of built-in wall clocks. Finished in black, aluminum, brass, or copper, the units are fastened into a wall opening and concealed by a center disc. The numerals or markers are attached by mounting pins on the back. They are available in electric or 8-day wind versions.

Write P317 on reply card, page 66.

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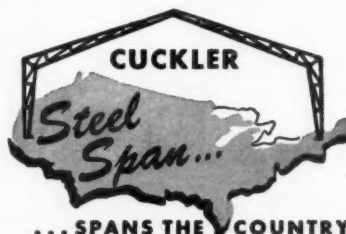


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REINFORCEMENT TAPE. Easy-Fold Perf-A-Tape helps finish dry-wall installations with an invisible crease down the center. Called the "Tape with a Memory," it folds easily and lays flat in the embedding cement without forming a groove or ridge. U. S. Gypsum Co., Dept. SBS, 300 W. Adams Street, Chicago 6, Ill.

Write P318 on reply card, page 66.

PANEL HARDWARE. Doors mounted on the easy-to-install Grant 2500 Folding Panel Hardware open and close quietly and effortlessly. Packaged sets include nylon glides, aluminum track, hinges, pivots, aligners, and a polished brass pull. Grant Pulley & Hardware Corp., Dept. SBS, 31-85 Whitestone Parkway, Flushing 54, N. Y.

Write P319 on reply card, page 66.

SINGLE-SURFACE PLANER. The Powermatic 225, a 24" single-surface planer, has a quick-set table roll adjustment from 0" to .040" which can change over from rough stock to semi-finished lumber within seconds. Controlled by a calibrated hand-wheel, two Reeves variable-speed pulleys give an accurate feed range from 20' to 100' per minute. Powermatic Machine Co., Dept. SBS, McMinnville, Tenn.

Write P320 on reply card, page 66.

CLAY TILE ADHESIVE. A ceramic tile solvent-type adhesive, Macco M-111, is announced by the Macco Chemical Co., Dept. SBS, 30404 Lakeland Boulevard, Wickliffe, Ohio. Its light tan color reduces shadows behind light-colored tiles and in grouting lines. The no-drag adhesive can be quickly trowelled onto any standard wall. Said to have quick grab and longer open time, the adhesive comes in qt. and 1 gal. cans, and 3½- and 5-gal. pails.

Write P321 on reply card, page 66.

PORTABLE BENCH SAW. Model 50 is a 24-lb., ¾ h.p. portable bench saw said to work as accurately as a stationary table saw. Used for finished wood, trim, and lumber up to 2" x 10", the saw rips, miters, bevels, grooves, rabbets, and pockets. It operates with a foot-switch control, leaving hands free to guide material. A vacuum cleaner hookup removes abrasive cutting dust. BuzzMaster, Inc., Dept. SBS, 336 N. Central Avenue, Chicago 44, Ill.

Write P322 on reply card, page 66.

POWER TROWEL. A portable 34" power trowel, featuring power blade adjustment, has been introduced by the Master Vibrator Co., Dept. SBS, 167 Stanley Avenue, Dayton 1, Ohio. The Powermatic has direct gear drive and finger-tip speed control of 70 to 100 r.p.m. The trowel's small span — 14" from slab to the engine top — helps eliminate wobble and increases stability and operation ease.

Write P323 on reply card, page 66.

GROUNDING RECEPTACLE. A. H. Massey, Inc., Dept. SBS, 111 Third Street, Derby, Conn., has added a No. 31 grounding receptacle to the Pierceway multiple electric outlet system. It is designed for the NEMA 3-prong grounding cord cap used on the latest power tools. Rated at 15 amperes at 125 volts, the receptacle can be added to an existing installation or used in new ones.

Write P324 on reply card, page 66.

ALUMINUM GRATING. Klemp Metal Grating Corp., Dept. SBS, 6601 South Melvina, Chicago 38, Ill., offers a rectangular-riveted aluminum grating that is especially designed to eliminate the collection of corner dirt, oil, and scum. It remains structurally rigid despite cut-out locations in any part of the panel.

Write P325 on reply card, page 66.

INDEPENDENT TAIL LIGHT. A self-contained, unbreakable "Trailer-Lite" provides essential night safety protection for trailers, auto and truck tow-loads. Designed by the Burgess Battery Co., Dept. SBS, Freeport, Ill., the red tail light is easily mounted. Weatherproof lead wire and two insulated screw caps connect it to a double-powered, steel-encased 100-hour battery.

Write P326 on reply card, page 66.

STURDY STEP STOOL. The Cleveland Ladder Co., Inc., Dept. SBS, 13291 Aspinwall Avenue, Cleveland, Ohio, announces a step stool designed to help personnel reach high materials safely. Weighing only 8½ lbs., the stool is constructed to hold loads up to 500 lbs. Riveted solid at all joints, it is reinforced with 4 supports and 2 rungs.

Write P327 on reply card, page 66.

COOLING COLOR PAINT. Coating Laboratories, Inc., Dept. SBS, 325 S. Quincy, Tulsa, Okla., now offer "air-conditioned" Plasticool roof paint in yellow, buff, blue, and green as well as white. Plasticool is an easily-applied plastic emulsion resin coating. It depends on the reflective qualities in the pigment combination to lower inside temperatures.

Write P328 on reply card, page 66.

BATHROOM FAN. Broan Manufacturing Co., Inc., Dept. SBS, Hartford, Wis., offers a 6" wall or ceiling bathroom ventilating fan. The Model No. 600 has a 3" round duct, using a fan and not a blower. The manufacturer claims easy installation, quiet operation, an efficient back-draft damper, and trouble-free performance.

Write P329 on reply card, page 66.

SHOWER RECEPTOR. The Plumbing Products Division of Cutler Metal Products Co., Dept. SBS, 1025 Line St., Camden 3, N. J., introduces a genuine terrazzo shower receptor which incorporates a built-in terrazzo sill. The one-piece leak-proof Biltmore receptor eliminates costly framing and installing tile in forming the threshold. It is available in square



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and also corner shower models.

Write P330 on reply card, page 66.

GASOLINE BLOW TORCH. The Turner Brass Works, Dept. SBS, Sycamore, Ill., has introduced a versatile gasoline blow torch, the Turner T-15, said to perform flawlessly in all weather. It has an extra-large flame for heating, burning, and thawing. It has a one-quart capacity for leaded or white gas. Its wide tank diameter gives protective stability.

Write P331 on reply card, page 66.

SPANDREL GLASS. Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio, offers a

new spandrel glass in black, white and 16 standard colors. Called Vitrolux, the glass begins with 1/4" polished plate glass and then has an opaque ceramic color fused on the back at high furnace temperatures.

Write P332 on reply card, page 66.

BRASS DOOR STOPS. Low cost, exceptional beauty, and double tensile strength are specific advantages inherent in the solid forged brass and aluminum door stops, bumpers, and holders made by the Baldwin Manufacturing Corp., Dept. SBS, Wyomissing Boulevard, Reading, Pa. Wall or floor models are available.

Write P333 on reply card, page 66.

SINK BASKET. The RC-210 universal-type sink replacement basket is all-brass and copper, nickel or chrome plated, with a solid neoprene seat. It comes mounted on a sturdy colorful card which can be stacked on counters or hung on racks. Reed-Chromex Corp., Dept. SBS, 492 S. Green Road, Cleveland 21, Ohio.

Write P334 on reply card, page 66.

REFRIGERATOR - FREEZER. The 23 cu. ft. Manitowoc two-zone built-in combination is said to fit flush into no more space than required for the conventional 14 cu. ft. built-in. The unit is delivered completely equipped, ready for quick, easy installation. Manitowoc Equipment Works, Dept. SBS, 621 Quay Street, Manitowoc, Wis.

Write P335 on reply card, page 66.

ASH COLLECTOR. The "Sweepit," a built-in ash collector for fireplaces eliminates the need for an ash dump or cleanout door. It also simplifies chimney construction since it is unnecessary to form an ash pit of masonry. A 9 1/2" square galvanized pan topped with a removable cast iron grate, the "Sweepit" fits into an 8" deep recess in the hearth. Bennett-Ireland, Inc., Dept. SBS, Norwich, N. Y.

Write P336 on reply card, page 66.

D-I-Y AWNING KITS. Arrow Metal Products Corp., Dept. SBS, Haskell, N. J., offers pre-packaged Do-It-Yourself aluminum awnings. Available in 18 decorator colors, these long-wearing Sheraton awnings feature snap-together assembly, and easy installation.

Write P337 on reply card, page 66.

ACOUSTICAL ROOF DECK. Designed for use with open-beam ceilings, Armstrong's Cushiontone roof deck combines acoustical efficiency, insulation, vapor barrier, and interior finish. The fiberboard comes in 2' x 8' planks, 2" or 3" thick. It is composed of layers of asphalt-impregnated insulation board which has been perforated to muffle noise, and painted with a flame-resistant finish. Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

Write P338 on reply card, page 66.

LONG HANDLE HAMMER. The Estwing King-Size sheathing and framing hammer is 15 3/4" long with a 20-oz. head. Its length gives extra power, reach and leverage. Ripping forms and pulling nails are said to be easier. A special milled face prevents glancing blows and eliminates bent or flying nails. Estwing Manufacturing Co., Dept. SBS, Rockford, Ill.

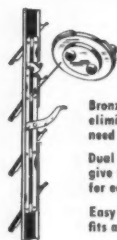
Write P339 on reply card, page 66.

TERRAZZO-TONE TILES. Uvalde Rock Asphalt Co., Azrock Products Division, Dept. SBS, P. O. Box 531, San Antonio, Tex., now offers its Vina-Lux vinyl asbestos tile in pastel terrazzo tones. The 9" x 9" tiles are 1/16" thick.

Write P340 on reply card, page 66.



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105-E. ALUMINUM JALOUSIES. Conventional and unusual uses for Truscon Jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1650 Albert Street, Youngstown 1, Ohio.

102-F. ALUMINUM AWNING WINDOWS. Eight-page catalog describes window features and operation. It includes specifications, accessories, installation details, and types and sizes of standard and modular windows. Stanley Building Specialties Co., Dept. SBS, 1896 N.E. 146th Street, North Miami, Fla.

101-F. ALUMINUM WINDOW SCREENS. 16-page component parts catalog illustrates to scale all formed shapes and parts for window screen fabricators. Also illustrated literature on screen doors. Uni-Temp Products, Inc., Dept. SBS, 1010 West Kansas, McPherson, Kan.

101-E. METAL WEATHERSTRIPS. Southern Metal thresholds and parts are illustrated and described in catalog No. 57A. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 921 Raymer Street, Memphis 14, Tenn.

102-E. PRESSURE-TREATED LUMBER. "Safeguard Building Dollars With Weimanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

103-E. METAL FIREPLACE UNITS. An 18-page catalog shows full Vestal line of metal fireplace units, including dampers, log rests, grates, and ash dumps. Complete description and specifications accompany each illustration. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

104-E. TRANSLUCENT PANELS. The advantages, uses, and properties of shatterproof Corralux, translucent structural panels are described in a two-color booklet. A color and square footage chart, with other specifications and recommendations, is included. Corralux, LOF Glass Fibers, Dept. SBS, P. O. Box 20024, Houston 25, Texas.

103-F. MASONRY REINFORCEMENT. Complete description, specifications, uses and an actual sample of Kay-Wal galvanized masonry reinforcement are included in an illustrated folder. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

107-D. SLIDING DOOR HARDWARE. Sliding door hardware, folding doors, drawer slides, drapery hardware are illustrated and described in folder. It will help save hardware selection time. Grant Poley and Hardware Corp., Dept. SBS, 31-35 Whistler Parkway, Flushing, N. Y.

105-D. FARM STEEL PRODUCTS. "Farmers and Ranchers Handbook" in 78 pages supplies data on

specifications and plans for the use of steel materials for fencing and roofing on farms. Handbook also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

106-D. WOOD AND METAL SCREWS. Southern Screws Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

23-B. BITUMINOUS SEWER PIPE. "Tips for Installing Orangeburg Pipe and Fittings" details problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

2-A. RUST-RESISTANT NAILS. Pocket-size handbook gives specifications for rust-resistant Storm-guard nails, double-dipped in molten zinc. Shows 35 styles and sizes with chart of uses. W. H. Mann Co., Dept. SBS, 400 Church Boulevard, Fern, Ill.

45-B. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. It includes ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

1-K. METAL LATH, ACCESSORIES. Colorful catalog brochure shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 995, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

2-E. WINDOW, DOOR PRODUCTS. Vulco aluminum screens and Jalousies, Caseking screens, Superior and Ideal storm sash, Dura-Built screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" catalog. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

24-B. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

102-G. BEVELED SIDING. A four-page brochure illustrates application methods and provides specific data on packaging, coverage, weight, size and thickness of Harborite beveled siding, an overlaid siding with a rabbeted lap. Harbor Plywood Corp., Dept. SBS, Aberdeen, Wash.

1-G. ALUMINUM SCREEN. Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

5-D. PANEL WOOD WINDOWS. Brochure shows

how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

3-A. DOOR LITE INSERTS. Southern Door Lite Co., Inc., Dept. SBS, 46 Westland Boulevard S. W., Atlanta 10, Ga., offers a catalog that shows its lights, louvers, and plans for flush doors. Specifications included for Royalites, Royalouvers, and Royalplans.

43-D. FARM BOOK. Sixteen-page book shows uses of Celotex products in service buildings and homes. It includes detail drawings of application. For distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 126 S. LaSalle St., Chicago 3, Ill.

104-D. INSULATING ROOF DECK. A 20-page brochure, "New Dimensions In Ceiling Design," shows and describes roof deck designs, cost comparisons, beam sizes, construction detail, and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Building, Minneapolis 2, Minn.

18-B. WALLBOARDS. Colorful literature presents Plastergon's complete lines of laminated fiber wallboards, Lockaire Paintco interior, and Asphaltic sheathing insulating boards. Free samples. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

14-B. TENSION SCREENS. New dealer sales manual outlines 22 reasons for using Tension-tite aluminum screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

13-B. INCINERATORS. Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for fuel-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13332 Miles Avenue, Cleveland 5, Ohio.

1-D. ASPHALT ROOFING, SIDING. Flinhtote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given on strip shingles, insulation products, built-up and roll roofing and accessories. Flinhtote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

23-B. MASONRY WALL REINFORCEMENT. Bulletin gives specifications and shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 3446, Birmingham 7, Ala.

20-B. METAL MOLDINGS. A 20-page catalog shows full line of Premier aluminum and stainless steel

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moldings and trims. It explains uses, application, dimensions, and prices. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

101-C. PLYWOOD PRODUCTS. The Weldwood catalog (AIA File No. 19-F) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Weldwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 44th Street, N. Y. 36, N. Y.

1-L. CEDAR-SHAKE PACKAGE. Literature describes a handy consumer package of Shakerstown Glumash shakes, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Perma Products Co., Dept. SBS, 28310 Kinsman Road, Cleveland 23, Ohio.

19-B. PANEL WINDOW UNIT. The Zuber Beautiful Panel window unit is described in a two-color folder. It shows how this toxic-treated, ponderosa pine unit can be used singly, in groups, ribbons, and stacks. The folder also covers Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

4-D. ASBESTOS-CEMENT PRODUCTS. Several brochures and folders—several in full color—show Century No. 5 roofing shingles; Apac all-purpose board; Linabestos and Sheetrock wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Kearsney and Mattison Co., Dept. SBS, Ambler, Pa.

103-D. ALUMINUM SLIDING GLASS DOORS. "The Decorators Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors. Daryl Products Corp., Dept. SBS, 7540 N. E. 4th Avenue, Miami, Fla.

15-B. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet that explains how to protect lumber with paper for shipping, storage, and sales. American Siskrafft Corp., Dept. SBS, Attleboro, Mass.

2-B. VITRIFIED CLAY PIPE. Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. It shows how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 282, Kansas City 42, Mo.

1-A. FLUSH DOOR INSERTS. Catalog shows Distillite glazed inserts, Dixilouver door louvers, and Dixiplant decorative plants. These flush-door inserts all are packaged for easy stocking and selling. Georgia Art Supply Co., Dept. SBS, 280 Garnett Street S. W., Atlanta 2, Ga.

101-D. WEATHERSTRIP SASH BALANCE. "Today—Quality Sells the Home Buyer" is an eight-page folder about the use of Zegers Dura-seal metal weatherstrip and sash balance in double-hung wood windows. A 12-page booklet presents advantages to homebuyers. Zegers, Inc., Dept. SBS, 8800 South Chicago Avenue, Chicago 17, Ill.

1-L. WINDOW AND CASING. Consumer brochure shows and describes the Altex Carolina aluminum vertical glide window unit and the Altex Alum-A-Wood combination aluminum and wood casing for flange-type windows. Arnold-Altex Engineering Co., Dept. SBS, 130 Industrial Road, Summerville, S. C.

1-F. ALUMINUM SCREENS. Lexscreen catalog shows and describes aluminum tension screens, aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easy it is to install the screens. Display screen available. Lexscreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

118-B. WOOD WINDOW WALLS. Complete line of Andersen wood window units for residential, institutional, and light commercial use is covered in detail catalog No. 571 and in a dealer merchandising kit. Brands and types of windows include Flexvents, casement, gliding, and double-hung Pressure-Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

***** HELPFUL BOOKLETS FREE! *****

101-B. BUILDING PRODUCTS. The new \$5-page Nova handbook presents the full line of Nova building products and also essential data on their uses. Line includes shutters, sidevalle, shingles, plastic doors and room dividers, and masonry products. Nova Sales Co., Dept. SBS, Trenton 3, N. J.

109-C. WOOD SHUTTERS AND DOORS. The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5635 Willis Avenue, Dallas 6, Tex.

105-C. WESTERN LUMBER SOURCES. A 44-page booklet, "Where To Buy," lists member mills, their fabricating and treating facilities, and lumber products. A 16-page booklet, "West Coast Terms No. 5," explains conditions of sale and shipping weights for Douglas fir, West Coast hemlock, Sitka spruce, and Western red cedar. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland, Ore.

108-D. STEEL FRAME BUILDINGS. Eight-page brochure shows standard sizes, details, accessories, and varied uses of Disticel rigid-frame buildings. It also presents all-steel triangular or bowstring truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

111-B. WOOD WINDOWS. "For Happier Living" is a 24-page, full-color booklet that shows in photos and full-color pictures how to use Curtis Silentite and Style-Trend wood windows in both new homes and remodeling jobs. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

103-B. WESTERN PINE SOURCES, USES. WPA's 1957 membership directory lists 440 member mills by states and by species and products available. Four full-color folders show finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yeom Building, Portland 4, Oregon.

104-C. WINDOW SASH BALANCES. The new one-piece Spiraflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

100-B. WOOD AND MASONRY TOOLS. Catalog No. 66 in 40 pages shows and specifies the complete line of Hargrave tested tools. These include clamps, chisels, punches, masonry drills, and gasket cutters. Cincinnati Tool Co., Dept. SBS, 2406 Waverly Avenue, Cincinnati 12, Ohio.

114-B. VENTILATORS. The Leslie line of ventilating specialties and gravity ventilators is covered in a catalog folder. Included are Leslie slant roof ventilators, vertical wall and triangular louvers, and wall and under-eave ventilators. Leslie Ventilator Co., Inc., Dept. SBS, 2943 W. Carroll Avenue, Chicago 13, Ill.

110-B. PLASTIC WATER PUTTY. Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 504-0, Des Moines, Iowa.

102-C. FIBER ROOF COATING. "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

103-C. BUILDING SPECIALTIES. Joist hangers, timber raps, framing anchors, ventilators, windows, and other building specialties are shown in a catalog offered by Cleveland Steel Specialties Co., Dept. SBS, 3761 E. 91st Street, Cleveland 5, Ohio.

108-B. WOOD KITCHEN CABINETS. The Dixie Malt line of wood cabinets for kitchen walls, bases, and corners come in birch, white, yellow, pink, green, blue. Brochures show and describes all. Full-color Dixie Malt kitchen jumbo postcards also available from Dixie Cabinet Co., Dept. SBS, Morristown, Tenn.

108-C. PLASTIC-FINISHED PANELS. Full-color catalog covers complete line of Marlite plastic-finished wall and ceiling panels. It shows full variety of colors and patterns—Hill-Gloss, Marble Panel, Woodpanel, Flax pattern, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

110-B. SHORT-LENGTH LUMBER. Four-page folder by John Keno lists ways lumber dealers can sell short lengths or use them to prefabricate salable farm feeding and stock shelters. Uses illustrated include Gothic picket fences. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

106-B. FIR PLYWOOD FACTS. Available to dealers and their employees for which home addresses are sent to Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash., is a 48-page, pocket-size fir plywood guide. It includes basic grade-use data, advantages, and much "know-how."

112-B. IRON RAILING AND COLUMNS. Folder explains installation of complete ornamental iron job for Do-It-Yourself trade, and lists parts required and installation procedure. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

102-B. WOOD DOORS AND WINDOWS. A folder and catalog sheet present Rimco Styliders that permit originality in painting. A folder and brochure show Rimco-Vent operating and Rimco-View fixed-light window units in different combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

107-C. ALUMINUM DOORS AND WINDOWS. Specifications, detail drawings, and sizes are given for aluminum windows and sliding glass doors in the four-page folder on "Britt Sliding Glass Doors" and "Alcence Jr. Single Hung Aluminum Windows." Albright Engineering Corp., Dept. SBS, 2501 Wrexton Road, Houston 5, Tex.

104-C. FIBER-GLASS PANELS. Colors and applications of Lascolite fiber-glass panels for farm uses are shown in a new folder. It includes a special color for poultry raisers. Lynch Asbestos Co., Dept. SBS, 2339 South Sanol Drive, Los Angeles, Calif.

105-B. ALUMINUM PRODUCTS. Weather-Proof aluminum products are described in four folders: adjustable window awnings; triple-track combination double-hung windows; combination storm-screens; and combination storm-screens with self-storage compartment. Weather-Proof Co., Dept. SBS, 1407 E. 40th Street, Cleveland 3, Ohio.

104-B. ASPHALT ROOFING, ASBESTOS SIDING. Folder shows use of hurricane-tested asphalt roof shingles of square-tab design, and shows "wind-proof warranty." Booklet shows installations of Roberton asbestos clapboard siding. Roberton Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

101-G. HARDWOOD FLOORING. "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

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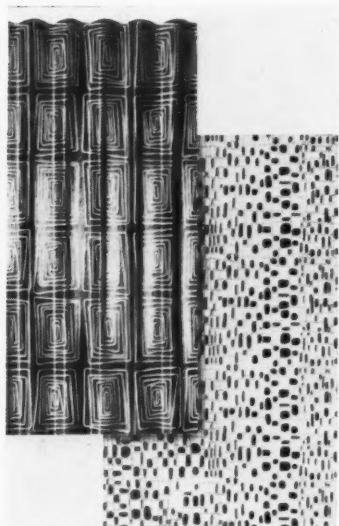
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PRODUCT PARADE



TRANSLUCENT PANELS

The Kemlite Corp., Dept. SBS, 101 N. Republic Avenue, Joliet, Ill., offers translucent panels manufactured by a new process which permanently fuses a colorful fabric-texture pattern between layers of reinforcing fiber-glass and plastic polyester resin.

Trade-marked Patnel, the panels are said to be remarkably strong, shatterproof, weatherproof, and impervious to chemical corrosion—although they are delicate looking.

The panels are available in many patterns and colors.

Write P348 on reply card, page 66.

300-LB. PREMIUM SHINGLE

The Aristocrat asphalt shingle combines colorful appearance with superior roof protection. It is marketed by the Celotex Corp., Dept. SBS, 120 South LaSalle Street, Chicago, Ill. The Aristocrat is a 15" x 36" 300-lb. shingle, said to give triple coverage and extra protection for modern low-slope roofs.

The 15" shingle depth provides added headlap which results in 150% greater protection against back-up leaks, wind, rain, hail, and snow, according to the manufacturer.

Broad color bands, blended from light to dark across the shingle face, contribute to a distinctive deep shadow line effect. Shingles come in tones of green, bronze, coral, and white, as well as in solid white and black.

Write P349 on reply card, page 66.

FIBER-GLASS INSULATION

The Zonolite Co., Dept. SBS, 135 S. LaSalle Street, Chicago 3, Ill., offers a foil-backed glass fiber blanket insulation.

Called Zonolite Glass Fiber Home Insulation, the product is available in three thicknesses: standard, medium, and full-thick. It consists of superfine fibers with aluminum foil vapor barrier on one side, packed four rolls to a bag, weighing 1 to 2 oz. per sq. ft. in place.

Write P350 on reply card, page 66.

WEATHER-STRIPPING

Shuford Mills, Inc., Dept. SBS, Hickory, N. C., offers 100% virgin vinyl weather-stripping that resists moisture and temperature changes and will not crack or peel.

Garage or Outer Door weather-stripping was developed specifically for garage door bottoms. Hammer and scissors are the only tools needed for easy installation.



Casement Window weather-stripping, for use on wood or metal casements, seals out dust, dirt, noise, drafts, and does not interfere with the operation of the windows.

Both are packaged in Do-It-Yourself kits with full instructions.

Write P351 on reply card, page 66.

PLASTIC WALL-COVERING

A colorful plastic wall-covering that supplies a natural finish and installs easily and economically is designed by the Hamilton Co., Dept. SBS, 4239 Lindell Boulevard, St. Louis, Mo.

The material comes in rolls, 12" wide. It can be applied directly to walls, horizontally or vertically, with water-soluble adhesives. It cuts easily with scissors or knife, covers minor wall imperfections, and does not stretch or shrink.

A minimum of wall preparation is required.

Write P352 on reply card, page 66.



MINERAL WOOL BATT

The Baldwin-Hill Co., Dept. SBS, 2202 Bruenig Street, Trenton, N. J., offers a 6" thick spun mineral wool batt called the Big Six. This product, together with full insulation in the side walls and semi-thick under exposed floors, is said to make possible up to 50% reduction in the size of cooling equipment.

The B-H Big Six is quickly and easily installed because of its light weight and springlike rigidity. It is easy to cut and fit into angles and odd shaped areas, and has wide stiff tacking flanges that facilitate stapling to the framing. Because of its resilience, it fits snugly between rafters and joints, without support, leaving the hands free for stapling.

Write P353 on reply card, page 66.

COLOR-MATCHED PAINTS

Egan & Hausman Co., Dept. SBS, 902 43rd Road, Long Island City, N. Y., offers Micro-Matched paints based on ERH decorator colorants with special tint bases.

In two minutes, it is claimed, over 300 colors can be accurately mixed in any amount from a pint to a gallon. The ERH system makes possible precision matching of paints for different applications. Paint for wooden porch floors, for example, can be matched exactly with masonry finishes used on the house.

Rubber base masonry paint, asbestos-shingle paint, and concrete floor enamel are based on Pliolite S-5, an alkali-resistant synthetic resin produced by the chemical division of the Goodyear Tire and Rubber Co.

Write P354 on reply card, page 66.

Take a
good
look...
at **MAZE'S**

METAL ROOFING NAILS

The "high quality" line
you can count on —
**FOR REPEAT SALES...
REAL PROFITS!**

**NEW!
UMBRELLA HEADS**
(with ring or screw shank)
**FOR CORRUGATED & V-CRIMP
ROOFING**



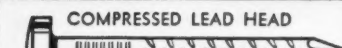
- Hammer away — nails are one-piece design (head and shank made from same hard steel core).
- **STORMGUARD** treated—twice-dipped in molten zinc... can't rust, stain, or streak... zinc coating entirely compatible with aluminum roofing.
- Lighter weight than lead heads... **MORE NAILS PER POUND!**

RING SHANK
Cat. No. R-134 A

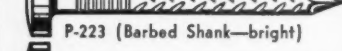
SCREW SHANK
(CALK-SCREWS)
R-134S

LEAD HEAD NAILS HEADS FIRMLY ATTACHED TO SHANKS

COMPRESSED LEAD HEAD

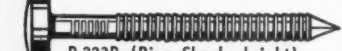


P-223 (Barbed Shank—bright)



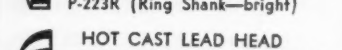
P-223R (Ring Shank—bright)

HOT CAST LEAD HEAD



C-223R (Ring Shank—bright)

CAST LEAD HEAD



R-144A (Ring Shank—**STORMGUARD TREATED**... twice-dipped in molten zinc)

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MAZE NAILS **W. H. MAZE COMPANY**

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FIRE-PROOF PANEL

The Corrugulux Division of the L.O.F. Glass Fibers Co., Dept. SBS, P. O. Box 20026, Houston 25, Tex., has developed a fire-retardant structural panel called PyroPanel.

Flame resistance is chemically, permanently locked into PyroPanel. It bears the Underwriters label and Factory Mutual approval.

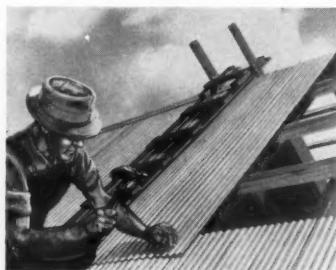
Tests show that the panels will burn under a blow-torch flame, but extinguish themselves when the source of the flame is removed. They have high strength, are shatterproof, and durable, but still provide excellent light transmission.

PyroPanel is available in industrial colors — either flat sheets or corrugated.

Write P355 on reply card, page 66.

FARM ROOFING

The Reynolds Metals Co., Dept. SBS, 2500 South Third Street, Louisville, Ky., offers All-Purpose farm roofing



and siding with a four-foot net coverage.

The strong corrugated aluminum sheet features 51-1/3" width. It can be installed on two-foot purlins, yet resists high winds and heavy snow loads. It comes in lengths from 6' to 12' and has an embossed finish.

The bigger sheets are said to reduce costs and labor because they are easier to handle and install, and require less lapping.

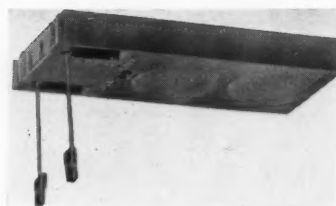
Write P356 on reply card, page 66.

OIL SPACE HEATER

The Queen Stove Works, Inc., Dept. SBS, 505 Front Street, Albert Lea, Minn., introduces an oil space heater said to provide a combination of features and automatic controls ordinarily found only in central heating systems.

The Superflame 11-CDH custom deluxe heater is designed to provide efficient combustion, even under poor chimney conditions, and effective forced circulation with on-the-floor heat. It is rated at 61,000 BTU output per hour.

Write P357 on reply card, page 66.



SASH BALANCE

The Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y., introduces a clock-spring sash balance with a flat overhead design. Called the F-O-H, it eliminates the need for allowing extra head room. Yet it provides the overhead balance advantage of permitting modern, narrow mullions in multiple window openings.

A simple locking device has been built in to the F-O-H balance to provide quick, easy sash removal. Although only 1" high, each sealed unit contains two steel clock springs which provide full counterbalance.

Write P358 on reply card, page 66.

DOOR WEATHERSTRIP

Sun Screen Products Co., Dept. SBS, 107 N. Maple Street, Spokane 10, Wash., introduces Seal-Draft weatherstripped door stop.

The aluminum weatherstripping has a vinyl plastic sealing lip that automatically conforms itself to door irregularities and uneven door surfaces. The easy-to-install weatherstripping is adjustable—it can be re-set in later years in the event of warping.

Seal-Draft is available in sets for standard door sizes.

Write P359 on reply card, page 66.

INSULATED GLASS DOORS

The double insulating glass in Dor-Wal aluminum sliding glass doors makes them useful in even the severest climates. They are made by Acorn Aluminum Products Co., Dept. SBS, 6185 Vermont Avenue, Detroit 8, Mich.

DorWal features include: sloped sill and interior condensation gutter that provides drainage; deep baffle jamb sections that make automatic alignment possible; Sturdi-Bar meeting rail which permits independent panel weathering; weathertight corners that are secured by triangular screw pattern into extruded bosses; overlap-interlock which assures maximum strength; and Schlegel cloth weather-stripping on the inside and outside which provides double weathering protection.

Write P360 on reply card, page 66.

WOOD GARAGE DOORS

Roly-Door Division, Morrison Steel Products, Inc., Dept. SBS, P. O. Box 3003, 601 Amherst Street, Buffalo 7, N. Y., now offers wood sectional garage Roly-Doors. The doors are available in 3-, 4- and 5-section styles; in 2, 3, 4, 5, 6, and 8 panels; in equal and unequal panel arrangements. Panels are made of DFPA exterior plywood.

Stock sizes are 8', 9', 10', 12', 14', 15', and 16' widths, and 6' 6" and 7' heights.

Roly-Door features include inclined vertical track for easy opening and tight closing, an automatic locking device, zinc-coated hardware, firmly anchored joints, and maximum weatherseal.

Write P361 on reply card, page 66.

PANEL CLAMPS

The Kensico Manufacturing Co., Dept. SBS, Mt. Kisco, N. Y., offers clamps designed to hold two panels securely together, stud against stud, leaving one man free to nail while another holds the free end.

Never Slip panel clamps have an easy one-hand lever action and trigger release. Ideally suited to the



erection of pre-fab homes, the panel clamps come in two sizes: Small, 11" long, jaws adjust from 2 1/4" to 3 1/4"; and Large, 12 1/2" long, saw-tooth swivel jaws adjust from 1 3/4" to 5".

Write P362 on reply card, page 66.

TUB TILING KIT

The Sunbeam Plastics Corp., Dept. SBS, Highway 57, Evansville, Ind., offers two kits containing everything needed to tile the only standard area in every bathroom—the bathtub.

The Tub Splash Kit and the Tub Tiler Kit are packaged with easy-to-follow instructions, field tile, adhesive, cleaner, tape measure, adhesive trowel, and cement.

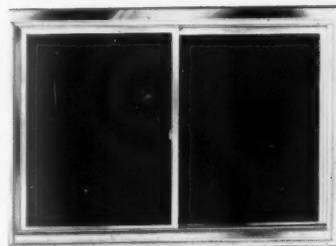
The tiles come in four popular colors.

Write P363 on reply card, page 66.

SLIDING WINDOW

The Southern Sash Sales & Supply Co., Inc., Dept. SBS, 818 Twentieth Street, Sheffield, Ala., claims that its Ualco aluminum horizontal sliding window is completely waterproof and weatherproof in any climate.

Weatherstripping is double bulb vinyl at jambs and meeting rails, where tight closure is furnished by a concealed crescent lock. At the head, weatherstripping is continu-



ous stainless steel; and at the double sill, with weep channel between for positive drainage of inside and outside moisture, one-piece stainless steel weatherstripping keeps out cold and helps provide easy sash glide.

Write P364 on reply card, page 66.

a timely tip
from
SEAVIEW...
cash in
on Outdoor
Living sales
with



playtime patio
patent pending

Make your store headquarters for Outdoor Living with Playtime Patio, the finest and most beautiful patio cover made. All aluminum, 10 decorator colors, **NO LEAK** gay stripes or sparkling solids at no extra cost. Shipped KD with full assembly information. Our exclusive design places a rafter and double drain every 8".

WRITE TODAY FOR DEALER DETAILS ON PLAYTIME PATIO

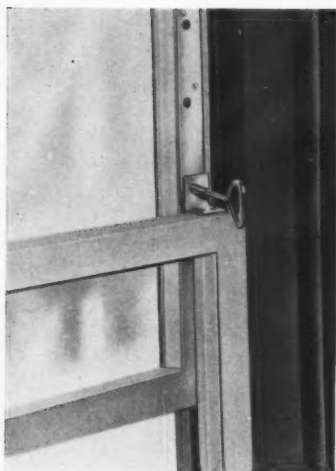
SeaView Industries, Inc.
Dept. S-9, Box 397
Miami International Airport
Miami, Florida



Name _____
Address _____
City _____ State _____

I also desire information on

☐ Flair Adjustable Awnings ☐ American Markee Carports



WINDOW LOCK

An open window lock is offered by the Pilgrim Products Co., Dept. SBS, 10 Clarence Street, Worcester 5, Mass. It allows home-owners to leave their windows partially opened at the top or bottom, yet securely locked against burglars.

The lock cannot be forced or pried. It is easy to install, and fits any standard wooden frame window.

Write P365 on reply card, page 66.

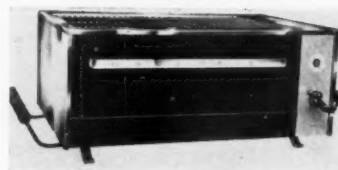
ALUMINUM SIDING

The Globe Siding Products Co., Dept. SBS, 2207 Schrage Avenue, Whiting, Ind., offers an aluminum siding called Thermalume. It is bonded to asphalt-saturated insulating board and can be applied with no exposed nails or nailing strips.

The saturated insulating core has a kerf or indentation notched along the bottom. The aluminum is machined with a raised flange. The kerf seats on the flange of the underlapping course holding the bottom of the panel secure. The panel is then nailed across its top, and the overlapping panel hides this row of nails. Precision-engineered end joints eliminate the need for a vertical joint strip.

Thermalume can be applied by one man.

Write P366 on reply card, page 66.



modular or custom-built kitchen cabinets of wood or steel construction. Either model can also be set into any masonry construction.

Made portable with legs and carry-handle accessories, the units can be used on a patio table-top, or can be used indoors in an open fireplace, providing year-round barbecue facilities.

Write P367 on reply card, page 66.

INDOOR GRILL

The Majestic Co., Inc., Dept. SBS, Huntington, Ind., offers charcoal barbecue grill units for indoor use.

Both the Imperial and Deluxe model Chargrills are sized and constructed for easy installation in

ROOFING NAIL

The W. H. Maze Co., Dept. SBS, Peru, Ill., offers a triple-duty asphalt shingle anchor shank for roof decking, re-roofing, or new roofs.

The anchor shank design provides great holding power. The ring threads hold like an anchor, imbedding themselves securely in the sheathing or old roofing. The nail's extra large head helps prevent high

DEALERS SELL



GALS.
QTS. PTS.
HALF PTS.

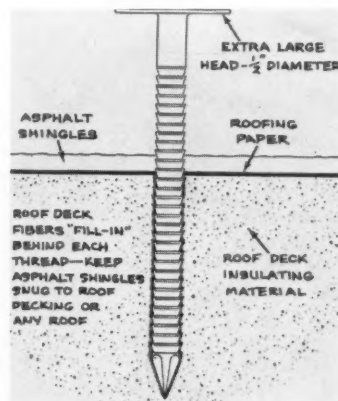
FAMOUS BRAND

TANDROTINE

PAINT THINNER

ECONOMICAL
NON IRRITATING
PLEASANT ODOR
HIGH FLASH POINT
LONG LEVELING (NO BRUSH MARKS)
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster turnover and higher markup. Stock TANDROTINE — today!



winds from damaging shingles on modern low-pitch roofs.

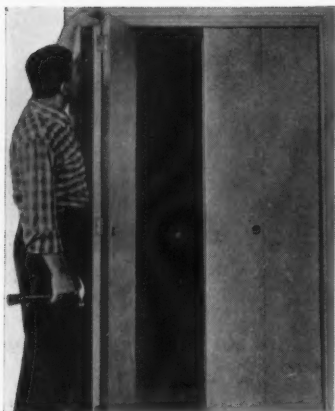
Nails are double-dipped in molten zinc. They will not rust, stain or streak.

Write P368 on reply card, page 66.

FOLDING DOORS

Rezo-Fold Doors for closets, passageways, and room dividers are offered by the Paine Lumber Co., Ltd., Dept. SBS, Oshkosh, Wis. The doors and hardware are packaged in a sturdy carton with illustrated, easy-to-follow installation instructions.

Rezo-Fold Doors are available in standard two- and four-door units for



openings from 2' to 6' wide and 6'8" to 8' high. No floor track or guide is needed because the tongue-and-groove meeting stiles guarantee snug fit when the doors are closed.

Swivel hangers with four-wheel nylon rollers provide smooth, trouble-free operation.

Write P369 on reply card, page 66.

INSULATED METAL WINDOW

An insulated aluminum combination window, offering added protection against heat loss, is now being made by Air Master Corp., Dept. SBS, 20th Street and Allegheny Avenue, Philadelphia, Pa.

Called Tilt-O-Matic, the window is weather-stripped with Schlegel wool-pile weatherseal. It is said to provide a true thermal barrier and give the same waterproof protection as that in the finest automotive window construction.



Of triple channel construction, the Tilt-O-Matic unit is self-storing, holding glass and screen all year round. Its design permits the housewife to slide the panels down and tilt in for easy cleaning.

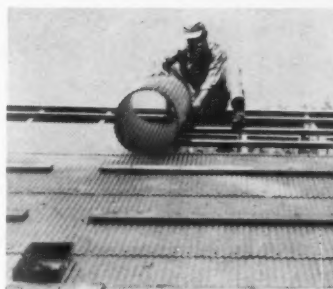
Write P371 on reply card, page 66.

ROLLED-ON ROOFING

Kaiser Aluminum & Chemical Sales, Inc., Dept. SBS, 919 North Michigan Avenue, Chicago 11, Ill., offers aluminum roofing and siding in compact rolls light enough for one man to carry.

Roll-on roofing is made of embossed corrugated aluminum in a standard .019 thickness. Each roll contains 50 lineal feet. It is applied to the roof or side wall simply by rolling it out, lining it up, and nailing. Side laps are virtually eliminated.

Rolls are available in three widths:



18", 30", and 54".

Write P372 on reply card, page 66.



Dramatic interiors like this are making thousands of your customers Marlite conscious!



Month in and month out, beautiful Marlite interiors (designed by the noted New York decorator Ving Smith) appear in leading consumer magazines such as BETTER HOMES AND GARDENS. The result: thousands of prospects in your community will be thinking about Marlite . . . many will check with you for Marlite estimates, literature, samples.

For example, in a typical county (Marion County, Ohio, population 55,700) Marlite ads in BETTER HOMES

AND GARDENS are read by more than 16,000 building and remodeling prospects. In addition, Marlite ads appear regularly in 22 magazines including NEWSWEEK, GOOD HOUSEKEEPING and HOME MODERNIZING, reaching your prospects.

Tie-in with this powerful program by using free Marlite ad mats and other sales aids designed especially to help you increase your Marlite sales. Get full information from your Marlite representative, or write Marlite Division of Masonite Corporation, Dept. 797 Dover, Ohio.

Marlite® plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

Precision-made by specialists!

Packaged for real profits!

1st choice of craftsmen everywhere!

Backed by resultful advertising!*

Warehoused & distributed nationally!

SOUTHERN SCREWS BRING YOU PROFITS YOU CAN DEPEND ON . . . DAY AFTER DAY!

Dealers nation-wide are getting on the Southern Screw profit band-wagon because Southern's quality brings customers back for more. Southern's quick, dependable service gets 'em to you fast . . . and Southern's "EZ to C®" labels help you make sales **right now!**

Stock all finishes and sizes of Southern's complete screw and bolt line for faster, surer "built-in" profit!

For Southern's Package Stock Guide write Box 1360-SBS, Statesville, North Carolina.

*Nationally advertised in **POPULAR SCIENCE** and **POPULAR MECHANICS**.

Wood Screws • Machine Screws & Nuts •
A, B & F Tapping Screws • Stove Bolts •
Carriage Bolts • Wood & Type U Drive
Screws • Hanger Bolts • Dowel Screws



Warehouses:
NEW YORK-CHICAGO-DALLAS-LOS ANGELES

Sold through Leading Wholesale Distributors

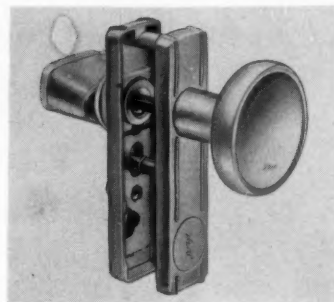
AUTO-SAW GAUGE

Atkins Industries, Inc., Dept. SBS, 101-08 103rd Avenue, Ozone Park 17, N. Y., has improved its Atkins Auto-Saw gauge to cut lengths of wood, metal, plastics, and glass with more accuracy and speed.

The adjustable measuring mechanism is now set instantly and accurately to any length up to 16 feet. A finger-tip lever locks the mechanism at a fixed measure for any volume of cutting desired. The gauge is now available to fit either right- or left-hand side of the blade.

The measuring tape has been made wider and heavier to withstand rough handling. Another new feature is the automatic speed regulator causing the carriage to glide back smoothly to zero position when the cutting is completed.

Write P373 on reply card, page 66.



latch is installed by using two through-bolts.

Write P375 on reply card, page 66.

TRANSLUCENT PANELS

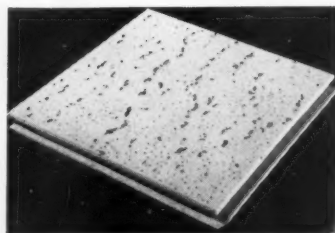
The Therm-O-Glare Corp., Dept. SBS, Rockport, Mass., offers translucent plastic panels designed to replace window glass. The panels are said to eliminate heat-loss and lower air-conditioning loads because of their low heat-conductivity. Therm-O-Glare panels reduce sun-glare fatigue, are shatterproof, unbreakable, easy-to-clean, and have built-in surface stresses which resist scratches.

Also available is a coating treatment for existing glass surfaces to give them the same heat-and-glare-repelling qualities. The Therm-O-Glare Aerosol bomb treats glass areas up to 4,000 sq. ft. The adhesive liquid solution is also available by the gallon to be sprayed on larger surfaces.

Write P376 on reply card, page 66.

ACOUSTICAL TILE

Textured Cushiontone, a wood-fiber acoustical ceiling material, is offered by the Armstrong Cork Co., Dept.



SBS, Lancaster, Penn.

Featuring an interesting design of small perforations and fissures, Cushiontone brings the beauty of costlier acoustical products into the price range of wood-fiber materials.

Made with a strong tongue-and-groove joint to hide nails or staples, the tiles may be attached to furring strips or cemented directly to an existing ceiling. The 12" x 12" tiles are available in 9/16" thickness and are factory painted with three coats of flame-resistant white paint.

Write P374 on reply card, page 66.

EAVE VENTILATORS

The American Box and Cabinet Co., Dept. SBS, P. O. Box 14105, Houston, Tex., offers Bird Board adjustable eave ventilators. The easy-to-install screens prevent birds from roosting under eaves, and are also insect-proof.

Bird Boards are available in two styles for use with both open and closed cornices, and in adjustable size ranges from 14" to 24" and for 16" to 24" rafter-centers. They are made in both aluminum and galvanized metal.

Write P377 on reply card, page 66.

OILED DOOR LATCH

Ideal Brass Works, Inc., Dept. SBS, 250 E. 5th Street, St. Paul 1, Minn., announces a new knob-type door latch with bronze Oilite bearings that assure long life and maintenance-free service.

Designed especially for aluminum and other combination storm and screen doors, the new Ideal "A" series knob latch has a floating, heat-treated hexagon spindle supported on either end by an Oilite bearing. The



MANUFACTURER NEWS

DALLAS, TEX.: John C. Moore has been appointed Southwest territory salesman with the **Bermico Division, Brown Co.**, Berlin, N. H. His headquarters are 505 N. Ervay Street.

PORTLAND, ORE.: Roy L. Boals has been appointed staff engineer in the **Georgia-Pacific Co.'s** headquarters here. He will be engaged in the engineering aspects of sawmill maintenance, plant construction, and production.

NEW YORK, N. Y.: G. John Francis has been appointed district sales manager, northeast sales, for the **Hammond-California Redwood Co.**, subsidiary of the **Georgia-Pacific Corp.** His headquarters are 60 E. 42nd Street, here.

LA CROSSE, WIS.: David E. Washburn and Robert J. Doran have been named sales engineers for the **Trane Co.'s** line of self-contained air conditioners. Their offices are in the Pittsburgh, Pa., and Greensboro, N. C., offices respectively.

TACOMA, WASH.: William M.

Dickson has joined the merchandising staff of the **Douglas Fir Plywood Association**. He will be in charge of catalog material, brochures, and technical literature, and will develop industrial trade exhibits.

CLEVELAND, OHIO: Lester Jacobson has been appointed divisional sales manager in charge of **Kentile, Inc.**, office here. He is in charge of the area including Ohio, Michigan, northern Pennsylvania, Indiana, West Virginia, and Kentucky.

LEAKSVILLE JUNCTION, VA.: The **Southern Lightweight Aggregate Corp.** has opened a new Solite plant here. It is the third such plant in the Virginia-North Carolina area.

PORTLAND, ORE.: Philip S. Hill has been appointed executive vice-president of the **Hyster Co.** Formerly vice-president in charge of sales, Hill has been with Hyster 20 years.

COLUMBUS, OHIO: John T. Farrell has been appointed dealer sales representative for the **Masonite Corp.** His territory is West Virginia and the eastern section of Ohio.

HOUSTON, TEX.: Walton H. Stahl has been appointed field representative for the **L-O-F Glass Fibers Co.** in the Southwest region.

SOUTH BOUND BROOK, N. J.: Lauren M. Richmond has been appointed assistant comptroller of the **Ruberoide Co.** His headquarters will be in the company offices here.

DAYTON, OHIO: **The Lowe Brothers Co.** has appointed Paul J. Smallwood associated products manager, and Michael P. Calvitto sales promotion manager. Smallwood will be responsible for the firm's brush, specialty products and Master Painter line. Calvitto will handle various phases of paint marketing and merchandising.

MEMPHIS, TENN.: Lewis Curtis has been appointed director of sales for the **Tennessee Fabricating Co.** He will also be in charge of the company's advertising and sales promotion activities.

MACON, GA.: **The Landers-Segal Color Co.** of Brooklyn has appointed Thomas L. Maddox sales represen-

VESTAL Circulator FIREPLACE

**Warms Customers' Homes
... and Dealers' Hearts!**

This big-profit *all-steel* fireplace delivers complete comfort to as many as three rooms ... and lights a fire under lagging sales!

Available in five sizes for any standard fireplace in new or old homes, modern or traditional ... ideal for basements, playrooms, cabins or camps.

Thermoflow design gives maximum heat distribution, clean and smoke-free—heated air never comes in contact with the fire. A complete unit — ready for installation.

Write today for our complete catalog. Address Dept. S



OTHER FINE QUALITY VESTAL PRODUCTS...

Cast Iron Fireplace Dampers

- Cast iron and aluminum foundation vents
- Outdoor fireplace units
- Cleanout doors
- Mortar boxes
- Cast iron and steel specialty building products

Formed Steel Lintels

Window Wells

VESTAL

VESTAL MANUFACTURING CO., P.O. BOX 152, SWEETWATER, TENN.



ROBERT C. SMITH has been named Atlanta district manager for the National Gypsum Co. He has been assistant manager of the Atlanta district since 1952, and has been with National Gypsum since 1948.

tative for the state of Georgia.

CHICAGO, ILL.: Paul Duncan has been elected vice-president and director of the **Marquette Cement Manufacturing Co.** Formerly assistant secretary-treasurer, he will continue to perform the duties of those offices.

PETERSBURG, VA.: The **Masonite Corp.** has appointed Hale D. Hampton its dealer sales representative in southeastern Virginia. His territory includes Charlottesville, Covington, Danville, Lexington, Lynchburg, Norfolk, Petersburg, Richmond, Roanoke, and Williamsburg.

BATTLE CREEK, MICH.: The **Clark Equipment Co.,** Industrial Truck Division, has appointed Phillip E. Campbell sales manager of the gas truck section, and John Borman sales manager of the attachments section.

CLEVELAND, OHIO: James J. Clarke has been named sales manager for the **Ramset Fastening System,** a division of Olin Mathieson Chemical Corp. Clarke was formerly manager of the industrial and military department of the corporation's Winchester-Western Division.

ATLANTA, GA.: Southeastern division sales offices of the **Masonite Corp.** have been moved to 1330 W.

Peachtree Street, N. W., here. P. A. Sharp is division manager.

ASHEVILLE, N. C.: New president of the **Appalachian Lumbermen's Club** is Andrew Gennett of Gennett Lumber Co. He succeeds L. W. Wilson, Robbinsville, president of the Bemis Lumber Co. Charles Rawls Jr. of the Earl Raiford Lumber Co. is vice-president. E. M. Carr Jr. of the Hardwood Corp. of America is secretary-treasurer. Directors include William Platter, Don J. Morris, and Chester Honeycutt, all of Asheville, and W. L. Irwin of Pickens, S. C.


Trimview Metal Products Opens Memphis Warehouse

Trimview Metal Products of Covina, Calif., metal fabricating division of W. P. Fuller & Co., has opened a warehouse in Memphis, Tenn., to serve the Southern and Eastern states.

The warehouse will maintain a complete stock of aluminum sliding glass doors, aluminum shower doors, tub enclosures, window screens and screen components.

Frank Tilley, Trimview's Southern district manager, will direct warehouse operations.

Summer or winter
you can enjoy
**THE SUCCESS OF THE
EARLY BIRD**
if you sell

Jayhawker 

Screen doors and storm-screen doors—sturdily built of handsome extruded aluminum—equipped with finest quality hardware—and competitively priced. Screen doors available in Z-bar or Expander types. Storm-screen doors (Z-bar type) available with interchangeable or self-storing panels.

Sold only through established Jobbers.



Write, wire or phone 410 for name of Jobber nearest you.

MODERN PRODUCTS, INC.

901 W. Euclid, McPherson, Kansas

(MAIL THIS COUPON today for details of the Jayhawker Success Story.)

MODERN PRODUCTS, INC.
McPherson, Kansas

Tell us more about Jayhawker doors—and
put us in touch with our nearest Jobber.

☐ We are dealers in building supplies.

☐ We are building contractors.

NAME _____

ADDRESS _____

CITY & STATE _____



WILLIAM O. MORIN has been appointed sales representative for the Pittsburgh Corning Corp. in Florida and the southern portion of Georgia. He will assist distributors of Foamglas building, industrial and low temperature insulation in this area. His headquarters are 245 N. W. 123rd Street, Miami.

Crane Co. Salutes AIA

A plaque paying tribute to the American Institute of Architects in its centennial year was presented at the organization's recent national convention in Washington, D. C., by the Crane Co.

Frank P. Uphues, manager of Crane's architects-engineers service, offered the plaque as a tribute to the AIA's "leadership in the cause of uniting members of a great profession, defining their purpose, and elevating their standards."

The Crane citation recognized that the AIA plays "a leading role in furthering public understanding and recognition of the service of the architect," and brings to the nation "new comprehension of and leadership in using the materials of the earth to construct a better future for mankind."

Perma Products Delivers Millionth Glumac Carton

The one - millionth carton of Shakertown Glumac Units was delivered in June from the Perma Products Co. plant in Winlock, Washington.

Packaged in a special carton of gold, the millionth carton was presented to Howard J. Kirkpatrick, owner of the Collingdale Millwork Co. in Collingdale, Pa., purchaser of the first order of Glumac Units. The presentation was made by John N. Puffer of Mitchell-Puffer Co., the distributor who made the first sale.

Butler Heads AITC Information Dept.

The American Institute of Timber Construction has established an information department in its Washington, D. C., headquarters, to help keep architects, engineers, and contractors fully apprised of developments in engineered timber and its multiple uses in light and heavy construction.

The new facility will gather and disseminate wood construction data, of importance to designers and the building industry, and informative material of interest to investors, the wood-using industries, and general public.

Heading AITC's new department, as director of public information, is Edwin R. Butler of Washington, D. C., a veteran of nearly 30 years in public relations for the lumber and wood product industries. For the past five years, he has been manager of advertising and publicity for Timber Engineering Co., research affiliate of the National Lumber Manufacturers Association.

AITC's individual members provide technical guidance to designers in planning engineered timber structures, for which the institute has developed design, fabrication, and erection standards.

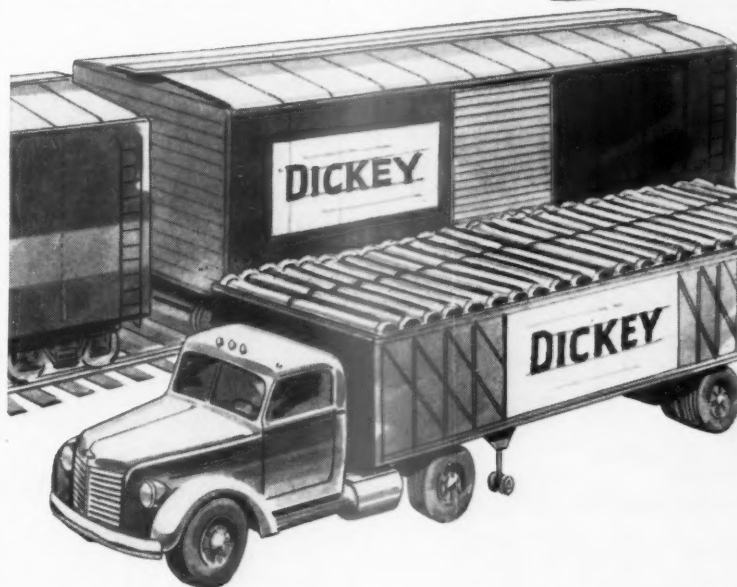
Art of Living Gallery Opens on Long Island

Architects Exhibits, Inc., has opened an Art of Living Gallery, "dedicated to the development of better homes and communities," in the

Roosevelt Field Shopping Center, Long Island, N. Y.

The permanent exhibit features a center for displaying building and home products for the architect, builder, manufacturer, and consumer. Products in more than 50 categories are displayed there, and literature from more than 500 nationally advertised home building materials manufacturers is available to visitors at no charge. Clinic and lecture sessions will be held in the auditorium next to the exhibit area.

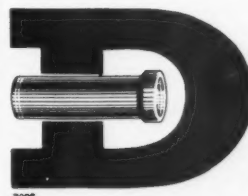
Another good reason why it pays to be a **Dickey** Dealer



38 miles of loaded trucks or box-cars

It would take 4800 trucks or box-cars...38 miles of them...to carry just the Dickey Perma-Line* Pipe sold last year by Dickey Dealers. This is the second time Dickey Dealers have sold more than 16,000,000 feet of Dickey Pipe in a single year. In addition, Dickey Dealers sold hundreds of additional loads of other Dickey clay products such as flue lining, wall coping, septic tanks and drain tile. Their sales of Dickey Pipe and Dickey Products have increased steadily since 1950. No wonder...it pays to be a Dickey Dealer.

*Registered Trademark



Providing improved sanitation for better living

DICKEY sanitary salt-glazed clay pipe

W. S. DICKEY
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

If it's made of clay it's good...if it's made by Dickey it's better

**Want to Boost
Your Siding
Profits?**

Sell **TRIPL-TITE**



**..The ONE
Aluminum
Siding that
offers 3-POINT
INTERLOCK DESIGN**

Plus

Insulation Backer Board

Once the bottom course of Tripl-Tite* Aluminum Siding is installed, additional panels can be added easily, quickly and in perfect alignment. While each panel is being fastened, it rests on the panel below it. Applicator does not have to hold panel in place—a common fault with old-fashioned types. Also, no time-consuming, repeated leveling operations are necessary.

If desired, Tripl-Tite is furnished with an insulating backer board. Made of a special composition, this unique backer board not only provides maximum insulation, but also eliminates the need for sheathing. The result: utmost customer satisfaction and worthwhile savings in time, money, and man-hours . . . more sales and profits for you.

*Trade Mark

Available in six baked-on enamel colors

Write or wire for details!



Made by
**National
Metal
Products Co.**

Distributed Nationally by **PRODUX, INC.**
2 Gateway Center • Pittsburgh, Pa.

DEALER NEWS

MISSOURI

MONROE CITY: The Conway Lumber Yard on E. Summer Street suffered damage from fire recently.

LOUISIANA: Mrs. Emerson Creamer is the new manager of the Louisiana Lumber Co.'s Home Improvement Annex.

LAMAR: The Lamar Community Lumber Co. has leased a site at El Dorado Springs for the construction of another lumber yard.

ARKANSAS

CROSSET: Employees of the Crosset Lumber Co. have won an award of merit from the National Safety Council for achievement in accident reduction. H. S. Mersereau is company manager.

FAYETTEVILLE: The Dykes Lumber Co. is sponsoring the local Rookie team in the Southwest Rookie League.

KENTUCKY

HICKMAN: Fire recently damaged some lumber at the Collins Sawmill, here.

SOUTH CAROLINA

HARDEEVILLE: The Union Bag-Camp Paper Corp. has purchased the Argent Lumber Co. here. Its assets include a sawmill and 42,000 acres of timberland in Georgia and South Carolina.

KANSAS

TOPEKA: Wood Products, Inc., has purchased the Clinton L. Scott Lumber Co. of 1815 Kansas Avenue, here. It has been renamed the Kansas Lumber Supply Co.

HAYS: E. A. Norton and John Dagenhardt own and operate the new Home Lumber Co. here. It is located at 8th and Vine Streets.

PARSONS: Roy Bankston, formerly of Tulsa, has been named manager of the Long-Bell yards here. He replaces Fred Sponsler who has been transferred to Wichita.

VIRGINIA

MARTINSVILLE: The warehouse and office building of the Lester Lumber Co. were destroyed by fire recently.

STAUNTON: Fire at the Grindle Lumber Co. sawmill recently destroyed the building and equipment. Damage was estimated at between \$65,000 and \$80,000.

FREDERICKSBURG: Four new fire-proof buildings will replace those recently leveled by fire at the Edgar M. Young & Sons Lumber Yard here. Fire damage was estimated at over \$100,000.

TENNESSEE

CHATTANOOGA: The Cash and Carry Lumber Co. celebrated its 25th anniversary with an open house.

CHARTER OF INCORPORATION: The H. W. Jenkins Lumber Co., Rayner.

MISSISSIPPI

CHARTER OF INCORPORATION: The Inverness Lumber Co., Inc., Inverness.

LOUISIANA

CHARTER OF INCORPORATION: The Seaboard Supply Co., building materials, New Orleans.

WEST VIRGINIA

FAIRMONT: H. Brady Meredith, president of the Meredith Lumber Co., has retired from the retail lumber business, marking the end of a 65 year career. Arch Meredith, company manager, will continue sawmill operations, but the planing mill will close.

OKLAHOMA

MAYSVILLE: W. A. Robinson and his wife have purchased the Tulsa Rig Store here, and renamed it the Robinson Lumber Co.

TEXAS

NACOGDOCHES: The Temple Lumber Co. has completed its new store at 1217 North Street.

ABILENE: Mrs. Tom H. Willis Sr. has assumed active management of the Willis Lumber Co. at 2534 S. 11th Street. Tom H. Willis Jr. is assistant manager.

GREENVILLE: Grayson Little and Frank Little have combined forces to become co-owners of the New

Lumber Co. and the Hunt County Lumber Co.

LUBBOCK: Forrest Builders Supply has purchased the Home Lumber and Supply Co. of 4801 Avenue Q. Hiram Vaughn, formerly assistant manager of the Forest Lumber Co. in Lamesa is manager of the store.

HOUSTON: The Bering Lumber Co. has completed its Lumber Supermarket. The new building, in front of the original yard at 6102 Westheimer Road, contains 6,000 sq. ft.

WHITEWRIGHT: The holdings of L. LaRoe & Co., lumber dealer, have been sold. The firm had been in operation here for 47 years.

PASADENA: New appointments at the South Texas Lumber Co. here are Tom Wright, manager, and Melvis Follis, assistant manager. . . . W. McEvoy Jr. has opened the Channel Lumber Co. here. McEvoy was formerly with the South Texas Lumber Co.

PORT ARTHUR: W. W. Broussard has recently assumed duties as manager and purchasing agent of the Foster Brothers Lumber Co. here. Broussard was former manager and vice-president of the Port Arthur

Lumber Co. . . . Bob Budreaus, formerly with the Detering Co., is manager of the new Northside Lumber Co. here.

BEAUMONT: John C. Milbourn has been named manager and assistant to the president of the Beaumont Building and Materials Corp. . . . L. V. Foster, formerly with the General Lumber Co., now manages the Detering Co. here. . . . New part owner and manager of the Hurricane Supply Co. is John Duncan. . . . Jessie Davis and George "Dude" Isbell have opened the Jessie Davis Lumber Co. Both were formerly associated with the Roy Lee Lumber Co. . . . Richard Neel is manager of the new Economy Lumber Co. here.

FLORIDA

AVON PARK: Harry Y. Britton has been named manager of the Kimbrel Lumber Co. here.

ORLANDO: Amos A. Drummond has moved his lumber plant from St. Cloud to a site on route 441.

ST. PETERSBURG: The Pinellas Lumber Co. has presented Willie Miller with a 25-year diamond-studded service pin.

LARGO: L. E. Nott Jr. has been made vice-president and Winston J. Huff has been named secretary of Neill Builders Supply, Inc. Milton Mosley and Dick Goodwin were named sales representatives.

TALLAHASSEE: The Building Supplies section of the Woodville Shopping Center participated in the center's recent grand opening.

CENTURY: Edward A. Hauss, retired lumberman, was granted an honorary degree by the Alabama Polytechnic Institute.

NORTH CAROLINA

HIGH POINT: Construction has begun on a building to house the Pat Brown Lumber Co. and Lumber Corp. It is located at N. Main Street and Rockspring Road.

WINSTON-SALEM: The Allen and Kanipe Co., specializing in aluminum home products, has officially opened at 567 Northwest Boulevard.

STATESVILLE: Herbert G. Sherrill, of the Sherrill Lumber Co. here, is pictured on the cover of the U. S. Gypsum Co.'s national promotion magazine.

ROCKY MOUNT: The Carolina

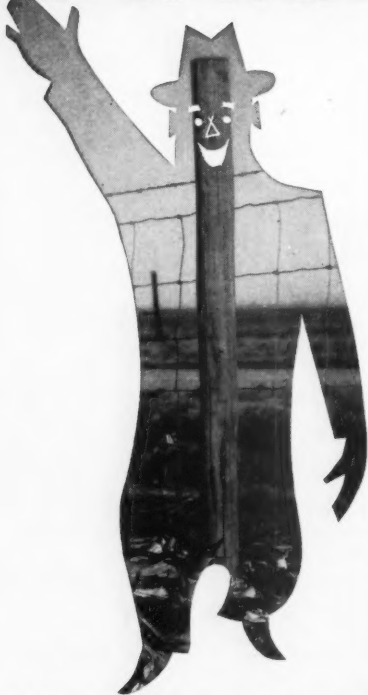


GARDNER ASPHALT PRODUCTS CO.

POST OFFICE BOX 5776

TAMPA 5, FLORIDA

HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "life-time" products—

CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:
POSTS • POLES • PILING
LUMBER • CROSS ARMS • TIES
WOLMANIZED® DOUGLAS FIR LUMBER
UNTREATED FABRICATED TRUSSES

629 W. Bldg.
Houston, Texas
209 Philidor Bldg.
Dallas, Texas
P. O. Box 192
DeRidder, La.

410 T&P Pass.
Station Bldg.
Ft. Worth, Texas
415 New Moore Bldg.
San Antonio, Texas
Leonhardt Bldg.
Okla. City, Okla.



There Is No Substitute
For The L-B Brand

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION
KANSAS CITY, MO. • LONGVIEW, WASH

Building Supply Co. has added a cash and carry department.

ALABAMA

HUNTSVILLE: The Jones Lumber Co.'s new store at West Clinton and Memorial Parkway has been completed.

MONTGOMERY: The Bear Lumber Co. has remodeled its store. The firm recently celebrated its 25th anniversary.

OBITUARIES

DEVERE DIERKS, 65. Executive vice-president of Dierks Forests, Inc., Kansas City.

CHARLES C. WATSON. One-time Lebanon lumber dealer, Louisville, Ky.

ALEXIS CORNELIUS FORD, 87. President of the Palmetto and Oakhurst Lumber Companies, Boerne, Tex.

ARTHUR D. WICKS SR., 66. Partner in the Wicks-Hickman Lumber Co., Jackson, Miss.

TOM H. WILLIS. Manager-owner of the Willis Lumber Co., Abilene, Tex.

MRS. NINA SEXTON SMITH. Wife of James Douglas Smith, owner of the Union Lumber Co., Union, S. C.

DAVID W. MERONEY, 41. Vice-president and sales manager of the Dodge Window Corp., Atlanta, Ga.

JOHN W. McCLURE, 78. President emeritus of the National Hardwood Lumber Association, Memphis, Tenn.

CARL R. FRYE, 64. Tectum Corp. founder and member of the FHA's committee on co-operative housing, Columbus, Ohio.

STUART L. HUNT, 61. Supervisor of the U. S. Gypsum Co., Greenville, Miss.

Atlanta Hoo-Hoos Gear for 66th Annual Session



Hoo-Hoo MEMBERS from all points of the nation are setting their sight on Atlanta for the 66th annual convention of the International Concatenated Order Sept. 16-18.

Reported Registration Chairman Ross Hanahan: "Reservations started coming back within five days after forms were mailed out. The strong, early response indicates a heavy turnout."

Atlanta Hoo-Hoo officers, shown in the above photo, have already completed plans for the Dixie convention. From left, they are Sam E. Houston Jr., general chairman; William C. Shreve, co-chairman; Benson Jones, club president; Jerome Zimmerman, treasurer; and S-B-S Editor Donald L. Moore, convention secretary.

Backed by offers of support from Georgia Governor Marvin Griffin and Atlanta Mayor William B. Harts-

field, the convention committee has concentrated on imparting Southern flavor to the three-day meeting. Explained Chairman Sam Houston: "This will be the first look at the South for many of our visitors and we want to make it an impressive one."

A convention highlight will be the transformation of Atlanta's Dinkler-Plaza Hotel ballroom into a white-columned plantation house for the "Night at Tara" banquet and ball, to cap the concluding day's activities. Other events will include an authentic Georgia barbecue, a country square dance, a Southern cuisine brunch, and tours of historic points in the city.

On optional basis, a post-convention tour to Cuba has been scheduled to leave Atlanta on Thursday, Sept. 19. Arrangements permit three nights in Havana.

BRI Official Foresees Frameless Homes

TOMORROW'S FAMILY will expect higher standards of home comfort and convenience, William H. Scheick, executive director of the Building Research Institute, Washington, D. C., recently told the second annual technical conference of the National Warm Air Heating and Air Conditioning Assn. in Cleveland.

Describing the "House of the Future," Scheick said, "We will continue to build high-priced homes for a small market, and medium-priced homes for a constantly greater market. But, for the first time, the industry will produce good houses for the low-income market."

Scheick prophesied that the hammer-and-saw contractor will disappear as the ingenuity of the building industry is focused on middle- and low-priced homes in a constant battle to reduce production costs and at the same time give the homebuyer a more appealing product. Research and development will divide its attention between the "shell" (or house proper) and the service systems—with much effort made to effect their integration in a complete "package for sale."

Goals for the shell will be an easy-to-assemble structure featuring minimum maintenance, good planning, and attractive styling. Yearly changes will tend to make older houses obsolete more quickly than today. Goals for service systems and other mechanical equipment will be to provide maximum comfort and convenience.

Scheick foresees that the mass-produced house of the future will probably be frameless, consisting of panels with exterior and interior skins bonded to cores of honeycomb or foamed materials. The skins may be of plastics, metals, hardboards, chipboards, or processed plywoods. Permanent films may take the place of paints or "natural" finishes. "These panels will have all the properties necessary for strength, low thermal conductivity, and moisture control."

Scheick speculated that structure developments may be slower in coming than progress with service systems. "Year-round air-conditioning looks like a sure bet." And advances in the appliance industry indicate that "entire electronic kitchens, including an automatic laundry, will be installed in the home as a complete unit produced by the one manufacturer."

"Finally," he said, "a most interesting development—late in the century perhaps—will be keeping the market up-to-date. The industry will find ways to prevent obsolete houses from remaining on highly valuable suburban residential sites. Houses will be

built so that they can be added to or subtracted from and ultimately sold second-hand to another homeowner for use somewhere else. No longer will a good site have to be occupied by one house through its full cycle of life and into its obsolescent years."

"The forces needed," said Scheick, "to cause the development of these

and other ideas are here; an ingenious competitive industry with huge markets just far enough ahead to make a good technological race of it.

"The manufacture of houses has not enjoyed the revolutionary progress of some of our other industries. We're over-due and we're bound to achieve it."

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Your specifications are handled quickly from our convenient assembly plants - warehouses... millwork to order or from stock... complete stocks of quality building products! Our representatives are ready to help you with your customers' problems, if you wish! Why not call your Huttig man, now?

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ARMATOL wood preserver
MIAMI bathroom cabinets
PRECISION stairways
DURALL tension screens
COFFMAN ornamental iron
WEISER lock hardware
... and many others

ASSOCIATION ACTIVITIES

CONVENTION CALENDAR

September 15 - 18: **International Concatenated Order of Hoo-Hoo**, Dinkler-Plaza Hotel, Atlanta, Ga. Annual convention.

October 20-21: **Oklahoma Lumbermen's Assn.**, Municipal Auditorium, Oklahoma City. Exhibits.

November 4-7: **Building Products Exposition of National Retail Lumber Dealers Assn.**, Trade and Convention Center, Philadelphia, Pa. Exhibits.

November 11-13: **National Building Material Distributors Assn.**, Sheraton Hotel, Chicago. Exhibits.

February 3-5, 1958: **Southeastern**

Dealer Convention and Building Material Show, Biltmore Hotel, Atlanta, Ga. Co-sponsored by the dealer associations of Alabama, Florida, Georgia, and Tennessee. Exhibits.

Kansas Dealers Organize

Lumber dealers in the nine extreme southeast Kansas counties recently formed an organization at a meeting in Parsons, Kan.

Known officially as the Southeast Kansas Lumbermen's Club, the new group is affiliated with the Southwestern Lumberman's Assn.

Officers chosen were: Charles Crutchfield, Coffeyville, president; Earle Hill, Altamont, vice-president; and Frank Parret, secretary-treasurer.

SLA Seeks to Increase Farm Structure Sales

Helping members increase farm structure sales is a new public relations program recently undertaken by the Southwestern Lumbermen's Association.

SLA has informed members about the American Zinc Institute's new three-part farm structures course, developed with the cooperation of state departments of vocational education for teachers of vocational agriculture.

Members of the Southwestern Lumbermen's Association are being encouraged to contact such teachers to express interest in assisting them with the program, and to offer them local "farm structure headquarters."

32 ATTEND MISSOURI UNIVERSITY RETAIL LUMBER TRAINING INSTITUTE



Thirty-two key employees from lumber yards in Missouri, Kansas, Arkansas, Nebraska, and Kentucky participated in the ninth annual retail lumber training institute at the University of Missouri. The institute was conducted by the Southwestern Lumbermen's Assn., Kansas City, Mo., assisted by the university's Department of Forestry.

During the intensive three-week course, over 30 instructors, mainly men from industry, presented pertinent information about their product or service. Certificates of Completion were awarded to each of the men pictured above.

Standing in the first row, from left, are: M. L. Mapes, Kansas City, Mo.; Wayne B. Brown, Clay Center, Kan.; Sylvester J. Schneider, St. James, Mo.; Walter Norman Ruff Jr., Marshall, Mo.; Carter Max Peppmiller, East Prairie, Mo.; Donald R. Tharp, Jefferson City, Mo.; and George W. Richardson, Russellville, Ky.

Second row, from left: Raymond Glidewell Jr., Kirks-

ville, Mo.; Fred J. Kitzinger, Montgomery City, Mo.; Lawrence A. Beil, Salina, Kan.; James Andrew Squires, Springfield, Mo.; David L. Christensen, Fremont, Neb.; Frank Crotts, Plains, Kan.; Alan D. Coatsworth, Mexico, Mo.; and Thurman L. Kempker, Jefferson City, Mo.

Third row, from left: Foster Woodruff, Lincoln, Neb.; John Desmond Jr., Lincoln, Neb.; L. Keith Ellenberger, Kansas City, Mo.; Luther Gillum, Bowling Green, Mo.; Kenneth Borgmeyer, St. Charles, Mo.; Harry K. Wood, Marvell, Ark.; Richard N. Windsor Jr., Osage Beach, Mo.; A. Neal Oliver, Louisiana, Mo.; and W. Floy Osborn, Camdenton, Mo.

Fourth row, from left: Douglas R. Klos, Hermann, Mo.; Larry Rose, Wentzville, Mo.; James D. Gifford, Farmington, Mo.; David L. Powell, Kansas City, Mo.; John R. Widner, Mt. Vernon, Mo.; Robert B. Bennett, Wichita, Kan.; James A. Reeter, Chillicothe, Mo.; Floyd G. Hiatt, Bentonville, Ark.; and Jack D. Williams, Versailles, Mo.

O.L.A. COMPLETES 7TH ANNUAL LIGHT CONSTRUCTION SHORT COURSE



The Oklahoma Lumbermen's Association completed its 7th annual light construction short course at Oklahoma A & M College, Stillwater, recently. College faculty members presented subjects covering the industry. Highlighting the course was guest instructor Herb Lotz, nationally known analyst on cost estimating.

Shown above are the 21 students who attended the course: Kenneth R. Klutsenbaker, Stillwater; Jimmie Dale Clubb, Ratliff City; H. B. Webb, Cushing; Bill Wilkerson, Fort Smith, Ark.; Clyde Harrison, Davis; Joe Alexander,

Pauls Valley; Bruce Lucas, Davis; James Scott, Healdton; Lawrence H. Spanke, Clarksville, Ark.; W. T. Blackwell, Ada; Jack Dill, Ponca City; E. Louis McLaughlin, Wynnewood; Jack A. Tyler, Sulphur; Ralph Faucett and James H. Crews, both of Tulsa; Lee Martin, Tulsa; N. H. Deer, Benton, Ark.; Clifford R. Sayers, Willard Sweat, and Carl Duvall, all of Oklahoma City; and Richard Lane, Okmulgee.

Others in the picture are Howard Tatum, Oklahoma City; Herb Lotz, Ridgewood, N. J.; George Mahoney, Jack Fife, and Al Pakula, all of Stillwater.

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SIMPSON REDWOOD COMPANY

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UNION LUMBER COMPANY

620 Market Street, San Francisco 4, California

WILLITS REDWOOD PRODUCTS COMPANY

Hobbs-Wall Lumber Company, Sales Agent
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CALIFORNIA REDWOOD ASSOCIATION

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Spiraflex is the first 1-piece weatherstrip-balance unit to offer true counterbalance with spiral sash balances.

There is no practical substitute for the quality window with Caldwell Sash Balances or *Spiraflex* balance-weatherstrip combination.

THE CALDWELL GUARANTEE

All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell's 69-year reputation for making quality products and standing behind them.

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for Residential, Commercial and Institutional Sash. Widest range of types and sizes of tape balances made.

CALDWELL SPIREX

for Residential Windows. The spiral balance that can be adjusted easily and quickly, after installation.

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Combination weatherstrip—sash balance for Residential Windows. A superior 1-piece weatherstrip with spiral balances for true counterbalance. Factory assembled into a single unit.

For additional information or name of your Caldwell representative write to:

CALDWELL MANUFACTURING COMPANY
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CALDWELL
SASH BALANCES
ROCHESTER, N. Y. • JACKSON, MISS.

STRICTLY WHOLESALE

WACO, TEX.: Vice - President Manuel Harris announces that the local branch of **William Cameron & Co., Inc.**, has been appointed wholesale distributor of Insulite building products.

MONTGOMERY, ALA.: The **Teague Hardware Co.** here has been appointed distributor of Mastic Tile floor and wall tile products in central and south Alabama. These include Matico asphalt and vinyl-asbestos floor tile, Sofstep rubber tile, and Wearever all-vinyl tile.

HUMBOLT, TENN.: Charles D. Jones has been appointed territory salesman for the **Corinth Planing Mill Co., Inc.**, of Corinth, Miss. His territory includes west Tennessee, west Kentucky, southern Illinois, southern Missouri, and northeast Arkansas.

LOUISVILLE, KY.: The **Weyerhaeuser Distributing Yard** held open house in its new air-conditioned display room and offices, June 13 and 14.

HATTIESBURG, MISS.: The **Wholesale Materials Co.** has been appointed distributor for the Corrug Division of the L-O-F Glass Fibers Co.

CHARLOTTE, N. C.: The **John C. Shepherd Lumber Corp.** has named Gordon L. Chatterton sales manager of western products.

MEMPHIS, TENN.: **Hull-Thompson Lumber Co.**, formerly a retail lumber dealer, is now in the wholesale business only.

CLEVELAND, OHIO: The Sany-metal Products Co., Inc., has appointed **Gilsteel, Inc.**, Atlanta, Ga., to distribute its metal toilet partitions in the Southeast.

Kitchen Specialists School Set for July 22-Aug. 2

The first training school for kitchen specialists will be held July 22 through August 2 on the campus of Purdue University at West Lafayette, Ind. It is being conducted by the university's division of adult education in cooperation with the National Institute of Wood Kitchen Cabinets.

The school's purpose is to provide basic training in kitchen planning and salesmanship.

Subjects to be covered will include blueprint reading, essentials of cabinet construction, layouts and drawing, color and decoration, installation, and new ideas and trends. Instructions will also be given in

kitchen components, including appliances, illumination, plumbing, and interior finishes. On the business side, classes will be held in salesmanship, financing, credits and collection, letters, and accounting.

NPDA Elects Hersh, Moves Headquarters

Albert Hersh of the Industrial Plywood Co. of New York City is the new president of the National Plywood Distributors Assn. He was elected in Chicago at the 15th annual convention to succeed Earl G. Thuresson. The June 12-15 convention was attended by jobbers from throughout the nation.

Roland R. Rimmel was elected first vice-president. He is an official of the Southland Building Products Co., Little Rock, Ark. Charles E. Devlin was re-named secretary-treasurer. President Hersh appointed M. C. Davidson of Houston and Louis G. Riecke of New Orleans as his special counsel.

Removal of the NPDA headquarters office from Chicago to Portland, Ore., was announced by retiring President Thuresson. The new NPDA offices are located on the fifth floor of the Terminal Sales Building at 1220 S. W. Morrison Street in Portland.

Representing multiple warehouse operations on the new board of directors are John Goetz Jr., Atlas Plywood Corp., and Stewart White, Georgia-Pacific Corp. Southern division members of the board include Jack Walker of the United Plywoods Corp., Birmingham, and Joseph Gray of the Dixie Plywood Co., Tampa.

George L. Waetjen of Milwaukee, Wis., was honored as "man of the year" in plywood. His name has been added to the Scroll of Honor, bronze-plywood pylon in the Hall of Forestry in Portland, and he was presented an appropriate plaque for his home. Stewart White recounted his many contributions to the industry. Waetjen left the Rockwell Manufacturing Co. in 1908 to organize one of the first plywood distribution warehouses. He pioneered the promotion of home shows in Wisconsin, and other new ways to merchandise plywood applications.

Three lively panel sessions were moderated for the plywood distributors. William H. Hunt headed that on hardwood-plywood. President-elect Hersh chaired the discussion of softwood-plywood. Louis Riecke led the session on ways and means of cutting expenses and increasing plywood sales.

Other speakers before the NPDA group included Art Hood, senior editor of *American Lumberman*, and W. E. Difford, managing director of the Douglas Fir Plywood Assn.

Duraflex Contest Winners

Mr. and Mrs. Edward Bland of Brookfield, Ill., won a free week's vacation at the Americana Hotel in Miami courtesy of the Duraflex Co. of Miami. The prize, won at the National Association of Home Builders Association convention, also included free transportation and a tour of the Duraflex plant in Miami.

MECHANIZE TO BENEFIT

(Continued from page 46)

1. *Purchasing.* A mechanized dealer orders material in units to fit his mechanical-handling method and equipment. Often, he will change suppliers in order to get the material unitized to his specifications.

2. *Receiving and stocking material.* This job can be performed quicker with less labor and less damage to the material. More materials can be stocked in a given space.

3. *Order assembly.* This requires much less time and is easier on the man who must do it. This function has greatest benefit to your customer, and determines whether you give good, or bad, delivery service.

4. *Delivery.* It and order assembly go hand in hand. A good mechanical-handling system can nearly double deliveries made by a given number of trucks in a day.

5. *Selling to contractors and other customers* is made easier for the salesman when he can promise fast delivery and fast emergency service. Since more material can be stocked, the salesman of a well-mechanized yard usually has a greater stock and more variety to offer. He can often increase the amount of the sale by encouraging his customers to take advantage of volume prices by ordering in units.

6. *Bookkeeping* is made easier since stock records of a mechanized yard are usually kept in units. Taking inventory and keeping a running inventory is simplified by using units instead of pieces.

7. *Profits* are the primary function and purpose of all yards.

The first step in completely modernizing, or bringing up to date, a handling system, is to determine how much labor, in man-hours, is required to do each handling job.

Spend some time figuring out:

1. How many pieces of each material at a time can one man handle

by hand, or by using your present system?

2. How many men are required to handle one piece of the heavier or larger materials?

3. How many carloads or truckloads are received each day, week, or month?

4. How many man-hours are required to unload and put each into storage?

5. How many man-hours are spent each day assembling orders?

6. How many man-hours are required to assemble an average order?

7. How many man-hours are required to load the average delivery truck?

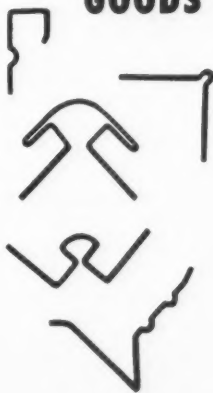
8. How much time do the delivery trucks spend in the yard getting loaded for the next delivery?

9. How many delivery trips per day do the trucks average?

When these facts are determined, the next step is to study the various types of equipment available, pick out that which seems will best fit into your operation and facilities. Then, assemble all possible facts as to how this equipment will



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THE
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The three Kelley warehouses are stocked for one purpose: To let you keep a low inventory, depending on Kelley to deliver the goods when needed. Low inventory, increased turn-over mean one thing—a bigger profit for you. Kelley's new



warehouses in San Antonio and Dallas and its main plant in Houston are ready to supply you now. Call Kelley for formed goods, galvanized ware, fencing, fence gates, and all builders metal products.



MANUFACTURING CO.

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DALLAS

benefit you in your over-all objectives of economy, quality, safety, and customer service.

At this point it's wise to seek assistance from the men who sell the equipment, for it's their job to know your operation and how their equipment will fit in. Also at your disposal, at no cost, is a wealth of information on mechanizing for profit from manufacturers of gypsum products, roofing, siding, and plywood.

Another important source of in-

formation on mechanical handling and equipment are the many trade magazines that print articles about new developments and how other yards have solved handling problems.

Conversely, if you develop a new method of handling, the trade magazines will welcome the opportunity to publish it.

Next comes the big step. You will probably have to make some changes in your physical set-up to mechanize. If you decide to use a fork truck outside, the ground will have to be reasonably stabilized and smoothed. Some of your storage buildings or sheds may have to have posts moved or eliminated. Floors may have to be strengthened.

The main idea is to decide you are going to mechanize, then do it. Take the positive attitude and say, "I am going to mechanize!" Then, go to work and find ways and means of doing it.

There are going to be more and greater developments in the handling and shipping of building materials in the next three or four years than there have been in the whole industry in the last 20 years.

Good Materials Handling is no longer regarded as a necessary evil, but as a powerful force for business success.

Fortunately, lightning can be completely controlled. No building, the Lightning Protection Institute reports, has ever been damaged by lightning when a properly designed rodding and grounding system has been correctly installed. Moreover, insurance savings which result from such protection can often amortize the cost of the protection system over the years.

These are the recommendations for rodding standard type structures, as given by the Lightning Protection Institute:

(1) Air terminals — or rods or points — should be placed on roof ridges or perimeters of flat roofs at spacings not more than 20 feet apart. They should be placed within two feet of ends of ridges, gables, and prominent dormers. Wood ventilators, cupolas or other projections need terminals. Metal elevations, when bonded to the lightning conductor, are in effect air terminals. Chimneys should have terminals placed so that no outside corner of the chimney is more than two feet from a terminal; and the rods should extend at least 10 inches above the chimney.

(2) Roof conductors should interconnect all air terminals and offer a two-way path for lightning to follow. They should neither take a bend of less than 90-degrees, nor be bent sharply or go down and up again. Other recommendations are according to roof and building designs.

(3) Down conductors join roof conductors and grounds. Two are needed for all buildings less than 80 feet long; three for buildings from 80 up to 140 feet long.

(4) Grounding rods should be driven at least 10 feet into permanently moist ground. Grounds should be copper cable or copper-clad steel rods. They should be at least two feet away from foundation walls. Special rules apply with dry sand or gravel ground.

(5) The wiring system, TV antennas, water pipes, and well casings and other metal installations need special grounding and lightning arrestor treatment.

(6) Smaller buildings near larger ones are regarded as lightning hazards and need individual protection. A "cone of protection" principle, often relied upon by some laymen, should never be adopted without sanction.

(7) A "Master Label" service by Underwriters Laboratories is avail-

ANCO PALLET TRUCKS
TRADE MARK

Handles . . .

10 BAGS OF CEMENT
8 BAGS OF PLASTER
13 BAGS OF MASONRY CEMENT, ETC.

NOT
A SNAG
IN A BAG
IN A CARLOAD

WRITE FOR LITERATURE
TODAY!

Pallet Trucks

Anthony
TRUCK CO.
PADUCAN, KENTUCKY



LIGHTNING AIDS

(Continued from page 42)

heated air. The accompanying thunderclap is caused by heating, ionizing, and exploding of air molecules.

All states in the U. S. have electrical storms, some more often and severe than others. New England, which has less than the average number of storms, is subject to exceptionally long and severe storms.

There are from 40 to 60 lightning strikes per year within the average square mile in this country.

A high object is more likely to be hit than a low one. The Empire State Building, world's tallest, has been hit as many as 48 times in a year. A lumber yard in an average area, because of its expanse, can expect greater vulnerability than a single small building, but of course less vulnerability than a skyscraper.



able for new and existing lightning protection systems. This is a protection for the owner, complied with by all responsible lightning rod manufacturers and installers.

Rods, conductors, and grounds are all installed with one aim — to lead lightning safely into the ground or into the air, depending on its direction. Today, this is done with modern systems, inconspicuous from the street.

The Lightning Protection Institute offers literature on such "concealed" systems and their installation, as well as literature on installations with many different types of structures. These are available free from the Lightning Protection Institute, Dept. SBS, 616 North 41st Avenue, Minneapolis 12, Minnesota.

FIBER-GLASS SALES

(Continued from page 37)

sheltered space for outdoor cooking and meals, facing the garden, and needed plenty of sunshine for the rear windows of the house, fiber-glass was the perfect material for the patio roof. The translucent green panels of the roof, built over a concrete terrace even attract passing motorists. They sometimes stop to ask the name of the roof material that filters the sunlight and adds pleasing color to the buff brick walls.

ACCENT ON REPAIRS

(Continued from page 34)

for easy selection. One large section of the store is devoted to paints that are within hand reach.

Assistance is offered in financing through local institutions and in cashing bonds. Many repair jobs, however, require no financing — the small jobs which help to swell this dealer's growing volume.

BUILDERS' CLINICS

(Continued from page 41)

requirements.

A First Federal Savings and Loan Association spokesman explained the availability of conven-

tional mortgage money and loans for home improvements. The editor of SOUTHERN BUILDING SUPPLIES discussed the national outlook for more mortgage funds.

After the meeting, many contractors and realty men took welcomed advantage of factory and financial representatives present by staying to pursue specific points.

According to dealer Ford, the usual "guests" want to know for weeks when the builders' clinic will be held — and they talk about it for weeks after it is held.

Practically every builder and contractor in the Hattiesburg area attends each year.

The Builders' Clinic was first conceived of by Ford back in 1953 when the FHA initiated its Title I, Section 8 on low cost construction. Ford saw vividly the existing need for supplying contractors and builders with this information. At the Builders' Clinic kick-off meeting, Ford invited FHA officers to discuss, in every-day terms, the various construction phases. At that time he also called in several

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Well Manufactured,
Seasoned and Graded
Lumber and
Lumber Products**



* Mr. Q.C. (Quality Control) is our name for Lee Moffett one of the best informed Quality Control men in the lumber industry. By rigid inspection of mill production, grading and shipping TW&J assures customers uniform quality in lumber and lumber products.

In Addition

TW&J's **BALANCED LUMBER SERVICE** includes the procurement and distribution of all West Coast lumber products to give the trade true **ONE CALL** service.

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manufacturers to display merchandise and address those present on useful aspects thereof. That meeting clicked. The rest is history.

The Builders Supply Company is geared for supplying materials for entire house and other construction jobs. Drop-in trade and home-owner orders are welcome, but Ford and his two salesmen spend their time working with builders and contractors — and being sure they make productive

bids on their construction jobs.

Materials are bought in carload or trailer lots and handily stored and shipped out with the use of a 6,000-pound fork-lift truck. "It takes quantity purchases to make builder sales profitable," Ford maintained.

SELF-SERVICE PLAN

(Continued from page 39)

ship gives weight to the theory that buying habits are changing, and while fast delivery service is provided, attention is also given to customers wanting to carry their own purchases.

Mobility of the station-wagon crowd facilitates town shopping, so extra emphasis is placed on this pleasant one-stop shopping center for lumber, building supplies, and hardware. The store is well-lighted and comfortably air-conditioned. Wide aisles between floor cabinets and displays invite browsing.

While it was not designed exclusively for self-service, price-marked merchandise and a centrally located checkout counter make it easy for the shopper in a hurry.

For customers with major home projects in mind, a convenient home-planning center is provided. Besides regular catalogs and plan books, this department regularly subscribes to all popular magazines devoted to home-making and building, and customers are invited to refer to them in this available nook, if necessary. Use of the newest magazines already has generated new home building ideas which have led to sales and have earned good-will of new customers.

For the customer wanting to do bigger jobs, for which he is neither equipped in experience or knowledge, expert help is provided by the store's experienced personnel. Many jobs of this type have been handled since the store has opened. Expert assistance is now demanded by home-owners wanting to add rooms, porches or to convert unfinished attics.

The complete one-stop service is engineered to promote heavy store traffic, and store hours have been set to coincide with the off-hours of area residents who are employed. Customers can not buy from a closed store.

Harrison Lumber Co. has three older units in the St. Louis area,

and President John W. Harrison emphasizes this newest unit as representing the advanced pattern for future expansion into urban areas by the company.

Although the store has been open only a few months—and those few months beset with rain, snow and tornado warnings — Manager Clifford Harrison Jr., reports sales volume and floor traffic as showing an increase each month. A garden center is to be opened in connection with a Do-It-Yourself hobby shop. This department is to feature garden, yard, and home workshop merchandise.

A special effort is presently being made to provide additional accommodation customer services. The customer may pay utility bills in the store, avoiding the 10 mile drive to downtown St. Louis or the several miles to the nearest pay station. The store accepts payment of electric, telephone, water, and gas bills. It likewise provides rest rooms, drinking fountains, a cold drink coin-operated dispenser, sells postage stamps, and offers telephone service.

PLYWOOD PROFITS

(Continued from page 35)

plywood paneling, etc.

2. The firm solicits industrial, commercial and institutional business, with its recurring needs for plywood as a maintenance item. In this group, the company numbers among its customers some of the large manufacturing plants, utility concerns, hospitals, colleges, and museums. The center also serves large department stores.

3. Not to be overlooked is the consumer trade, built around the home owner, the Do-It-Yourself enthusiast, the boat-builder, and the hobbyist.

In addition to these primary business channels, the Plywood Center bids on requirements for state, local, and county governments, federal agencies, military installations, and the like.

"To all of these people," said Wortham, "we endeavor to offer everything in plywood. They know that when they have a plywood need, they can either get it from us, or find out why it can not be had."

From its inception, this Richmond firm has cut most of its plywood to size, as needed, as well

Classified Advertising

Terms — Cash With Order
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RATES:

\$10 per word for each insertion.
Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N.E.
Atlanta 8, Georgia

SALESMAN WANTED

Experienced salesman wanted for wholesale building material firm in medium large mid-western city. Company carries complete line of stock building products and millwork, selling exclusively to lumber yards. Business has been established for many years. Substantial salary, expenses and automobile furnished. Ages 30 to 50 may apply. Experience in this field is necessary to qualify for position. Please be explicit in stating references. Box 83, care SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta 8, Georgia.

SALESMEN — SCREEN DOORS

Live wires in all territories to sell a hot selling "All-aluminum" screen door complete with hardware as low as \$13.72. Representatives who mean business can clean up fast. Full co-operation and territorial protection on reorders; highest commissions. Write us about your operations.

FLORIDA WINDOWS, INC.
P. O. Box 425, Hollywood, Florida

WANTED — FUTURE PROPRIETOR

Long established retail lumber company in northern Ohio, 2A-1 rating, with volume consistently above \$500,000 seeks an experienced executive who can eventually qualify for ownership. The man we want is presently employed in an efficiently-managed yard, with a record of high academic grades and leadership in campus or athletic activities, majoring in business administration or engineering.

Must submit record of successful performance and promotions, sales, merchandise display, office and yard system. Send photograph and chronological record of prior employment with complete resume. Salary, plus profit-sharing plan, plus option to buy stock at current statement, after demonstrating his competence. Box 85, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.W., Atlanta 8, Georgia.

as selling standard sheets of various sizes. "This service has seemed particularly attractive to the consumer," said Wortham, "though we do considerable cutting for other classes of trade."

While the firm does not have a full-time outside salesman, Partners Wortham and Dickinson alternate at outside selling. In addition to the partners, company personnel consists of two full-time shop men, a delivery man, and a secretary-bookkeeper. Two part-time shop men are employed when needed.

The Plywood Center endeavors to stock everything which might be asked for in plywood. About 90 per cent of this business is done in fir plywood, which the firm has started buying in carloads.

During the past year, the company purchased additional land and erected a small building to warehouse its heavy fir plywood stock. The building is about a half mile from the store, and is on a railroad siding.

In its selling location, the center has about 2,500 square feet, only

about 300 of which are devoted to display. "We are pretty crowded both in the showroom and in the shop," noted Wortham.

At its business location, the company maintains the working stock of fir, about a dozen hardwood plywoods, and all the specialty plywoods that are familiar in the market.

In most specialty items, the Plywood Center stocks five standard-size sheets, whereas a mill or average lumber yard will stock only the popular four-by-eight. Most stock is stored on end in vertical bins, separated by grade, thickness, and size.

In its display approach, the firm shows its wares on the walls of the showroom and tiny office, along with the usual counter displays, sample chips, etc. Customers are frequently escorted to the rear of the shop for a look at the stock plywood.

The specialty house advertises regularly on at least one or more local radio stations, using 50 word announcements for the most part. Such radio spots feature a specific

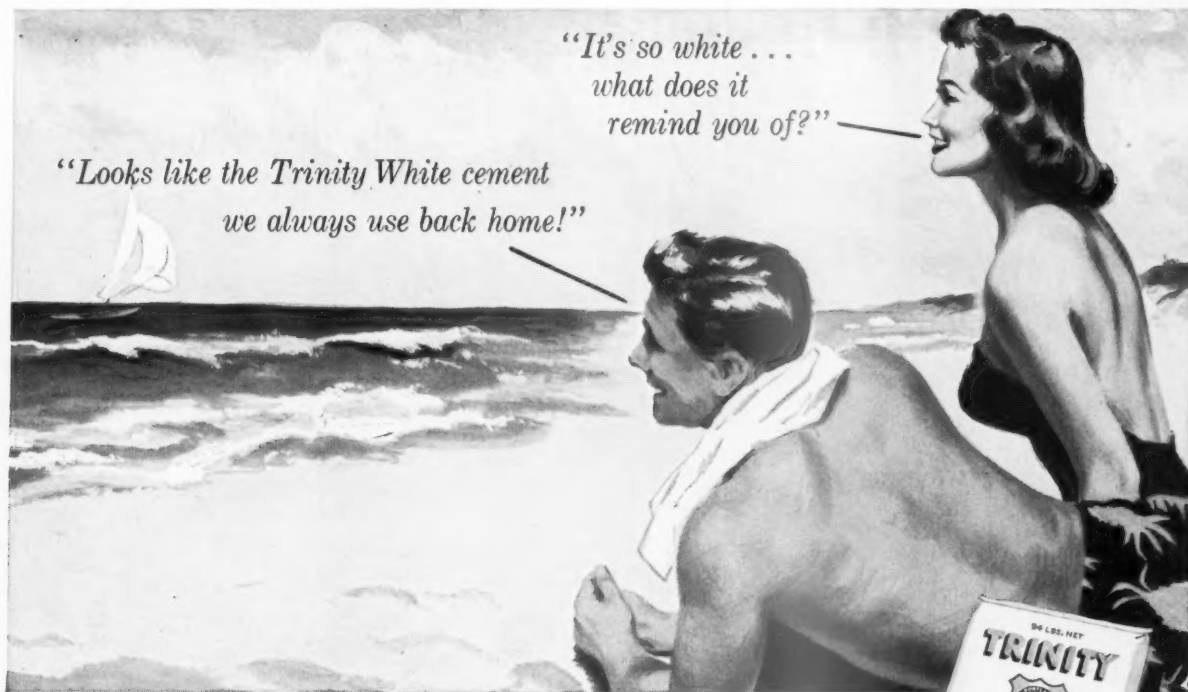
product, but concentrate on the store's name.

The Plywood Center runs about six column-inches of newspaper ads twice a week during half the year. These ads stress that the firm offers plywood for building, remodeling, paneling, built-ins, and boats. The company uses a kicker line: "Plywood is our main business — not a sideline."

The center has five listings in the classified section of the phone book. It also uses window banners and signs to attract by-the-store traffic. The company has exhibited at both home and boat shows during the past three years. Specialized advertising, also, is used when opportunity arises.

In addition to plywood, the center stocks Formica, a large line of metal moldings, and all types of adhesives which the firm considers closely allied with its specialty.

It also has the full Masonite line, Upson board, Celotex, Homasote, Essco furniture legs, and cabinet hardware. And it stocks a line of plastics which shows promise of becoming an industrial item.

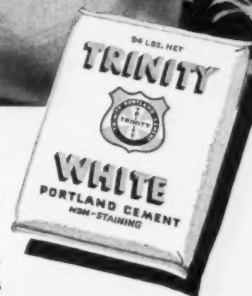


TRINITY WHITE

Whitest in the bag... whitest in the mix... whitest in the completed job. Sell Trinity White Cement for architectural concrete units; terrazzo; stucco; light reflection—wherever a whiter white or purer colors are desired.

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

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NEW HOMES WILL BE BUILT

There's business for hustlers, at both retail and manufacturing levels—We are hustling.

YOU'LL HEAR FROM US... our woodsmen are back cutting timber and beautiful Western Pine logs of all species are rolling to the mills.

You can be sure of High Quality Precision made products from us—Lumber, Mouldings, Millwork and Panels—in mixed cars if you choose.

The Ralph L. SMITH Lumber Company

Mills at Anderson, Red Bluff, Castella, Wildwood, and Mt. Shasta, California

Sales Office at Anderson, California

*Ralph L. Smith
Western Lumber Company*

WPA

WHY S-B-S Suits Building Suppliers...



SAYS CRAIGE RUFFIN, vice-president of Ruffin & Payne, Inc., building material dealers of Richmond, Va., which has served Virginia builders for more than 60 years:

I look forward to SOUTHERN BUILDING SUPPLIES and never miss reading an issue. Frankly, I am always interested in reading about companies which have problems similar to ours and how they have solved a particular problem or met a specific need. Nor do I ever fail to read S-B-S advertisements which so often have a story to tell, too.

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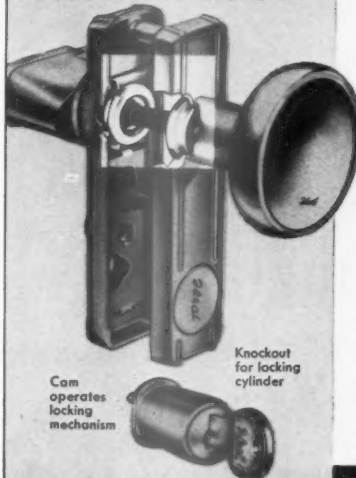
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Zegers, Inc.	*
Zuber Lumber Co.	*

new ideal knob latch



Cam
operates
locking
mechanism

Knockout
for locking
cylinder

Available through leading whole-
sale hardware and building supply
jobbers or write us.

IDEAL BRASS WORKS, INC.
250 E. 5th Street • St. Paul 1, Minn.

with "Oiled For Life" Construction

The new Ideal "A" Series Knob Latch is quality designed for aluminum and other combination storm and screen doors. It has a floating, heat treated hexagon spindle supported on either end by a Bronze Oilite bearing. Installation is by two thru-bolts that absorb pulling strain. Drill only three 1/4" holes. Key locking can be made before or after the latch is installed. Two finish coats are separately baked on over Parkerized heavy Zamac die castings... a base silver aluminum coat and then a clear Epoxy enamel finish.

Ideal



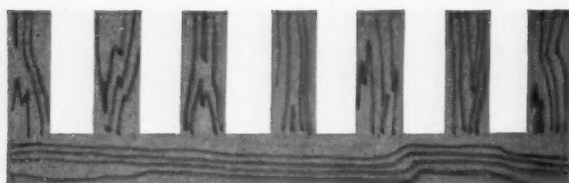
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**CLEVELAND
BUILDING
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MORE THAN 40 TOP-QUALITY BUILDING PRODUCTS

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ESTABLISHED 1924

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*Strength, durability,
structural utility
come with*

Douglas Fir

one of the dependable woods from
the Western Pine mills

This strong, tough, straight-grained softwood is a first choice for any lumber use where strength, stiffness, load-bearing capacity and nail-holding power are important. Popular, too, for interior trim and millwork.



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The Western Pines

Idaho White Pine

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and these woods from
the Western Pine mills

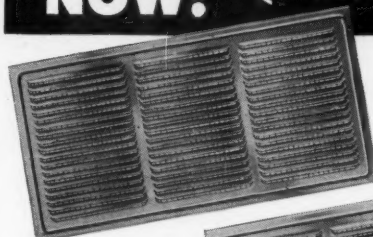
WHITE FIR - INCENSE CEDAR
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are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING
GUARANTEES LUMBER TOMORROW

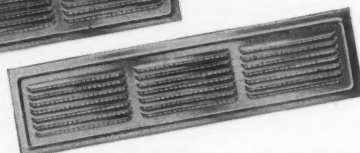
**They're
new
and available
NOW!**

LO-MAN-CO
Combination Aluminum
**CORNICE OR
FOUNDATION
VENTILATORS**



MODEL C816—(left)
8"x16" with aluminum
screen

MODEL C416—(right)
4"x16" with aluminum
screen



For better ventilation in the cornice, or above the foundation in the siding, you'll find these attractive new LO-MAN-CO multi-purpose units are your best buy by far!

They're faster and easier to install. Aluminum construction means no rusting, or replacement problems. 8 x 8 mesh insect screens meet all FHA requirements, and they're completely installed.

For attractive design, for efficiency and weather protection, for economy—you can't go wrong when you specify LO-MAN-CO combination ventilators. Ask your Jobber or write for complete information on the Louver Line of Ventilating Equipment today.

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3603-SB Wooddale Ave., Minneapolis 16, Minn.



FOR CORNICE



FOR FOUNDATION

**Have a Bushel of Fun...
in the FLORIDA SUN!**

**Where Mrs. Homemaker
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Enjoy your own one, two or three bedroom ground floor villa. Completely furnished for vacation living.

VILLAS \$59⁵⁰ per week
family of four

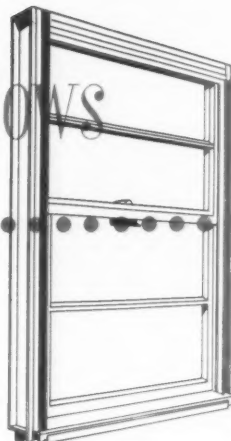
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WRITE FOR 28 PAGE
ILLUSTRATED BOOKLET...

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The new Ualco Aluminum Double Hung window has dozens of quality and economy features, including four recent improvements, to help you sell architects and contractors. Many are exclusive with Ualco, which also offers you a large engineering planning service and nineteen other windows—plus two great curtain wall systems—to tie in with your double hung window sales.

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109 South Greene Street Huntsville, Alabama

SOUTHERN SASH OF NEW JERSEY, INC.
622 Pearl Street Elizabeth, New Jersey

SOUTHERN SASH OF FLORIDA, INC.
1035 East 26th Hialeah, Florida

SOUTHERN SASH OF CALIFORNIA, INC.
14923 Oxnard Street Van Nuys, California

SOUTHERN SASH OF OHIO, INC.
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SOUTHERN SASH
Sales & Supply Co., Inc. Sheffield, Alabama

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World's Largest Manufacturer of Aluminum Windows

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SHEFFIELD, ALABAMA

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*Licorice Root fibers
give unequalled strength—
high insulating efficiency!*

Only Plastergon Lockaire insulating boards, made exclusively with tough licorice root fibers, can give your builders and remodelers the structural strength quality construction demands.

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Send for a free chewing sample of Licorice Root, also samples of Lockaire Boards... see just how much tougher licorice root fibers are. Break samples of Lockaire... competitive boards... show your customers the extra strength they get in Plastergon Lockaire.

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Company.....

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City..... Zone..... State.....

P

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